one
MOORESVILLE
PLANNING — TOGETHER

Comprehensive Plan
Adopted September 16, 2019

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About OneMooresville

Having the highest growth rate in the Charlotte region with more growth expected in the future, new transportation investments, changing demographics and household preferences, and new demands for housing and community amenities have spurred this update to the Town of Mooresville's former Comprehensive Land Use Plan (2012) and Comprehensive Transportation Plan (2008). This new plan consolidates these two primary community plans into one document and links land use and transportation policy direction to better coordinate the future implementation of the Town's renewed community vision. It establishes policy direction to guide elected officials, Town administrators, and Town staff as they make public investment and development decisions. It helps guide major initiatives to implement the vision of the Plan - a Town that is enduring, connected, inclusive, and innovative. This is Mooresville in 2040.

CREATING MOORESVILLE'S NEXT CHAPTER

Building On the Past Through Reinvention

For many years, the railroad and cotton mills shaped Mooresville's land use patterns. As production at the textile mills expanded, mill villages were built to house workers and their families. Throughout the 1970's Mooresville continued to grow in a grid pattern of streets in neighborhoods surrounding downtown. Eventually, following national trends, the focus of new residential development began to shift outside the traditional town center, including the growth of homes on Lake Norman in the 1980's. By the time several mills closed operations, the Town had already redefined itself as "Race City, USA." Mooresville is home to more than 60 racing-related businesses, which were joined by additional highly technical businesses, other new sectors, and national firm headquarters. All of these historical events helped to define the Town of Mooresville and serve as a firm foundation for the next chapter of Mooresville's history.

The Big Ideas for 2040

Built on the input provided by Town residents and stakeholders during the OneMooresville planning process, this Plan includes several big ideas for shaping Mooresville's next chapter: one Mooresville that is enduring, connected, inclusive, and innovative.

Expanding Quality of Life Through Green Spaces

Throughout the planning process, Town residents identified parks and trails as important community amenities that they want to see more of in the future. As communities compete for businesses locating in the Charlotte region, providing quality of life amenities such as public parks, greenways, and civic spaces is becoming increasingly more important. This Plan provides policies and action steps for providing more of these amenities within new and existing developed areas in Town.

Leveraging Utility and Transportation Investments to Support Economic and Housing Development

Mooresville is fortunate to have more than $1.1 billion of public transportation investments funded through local bonds, and state and federal programs. While these transportation investments improve conditions on existing roads, others will result in new infrastructure and generate new opportunities for economic development. These include the Cornelius Road interchange on I-77 and development of a new East-West Connector in the southern portion of Mooresville's planning area. In addition, the Town has invested in new sanitary sewer outfalls in southern Mooresville, creating a prime opportunity for new commercial, employment, and housing development in Mooresville's "last frontier."

Providing Opportunities for Developing New Housing Choices

In response to a recent comprehensive housing study undertaken by the Town, Mooresville has initiated several efforts to expand housing choices, particularly to provide new housing that is attainable for the local workforce. Nearly 70% of the workers employed in Mooresville commute in to work each day from outside of Mooresville, many because they don't have adequate housing options to live within the Town. This generates more regional traffic as commuters enter and leave the community each day. This Plan sets out additional opportunities to expand housing choices in Mooresville that can also reduce transportation challenges.

Focusing on Regional and Internal Mobility Connections

Past transportation planning efforts focused on ways to alleviate traffic through enhancements to major travel corridors. Many of these projects are being realized in the community, such as improvements to NC 150. Moving forward, the Town will take a multi-modal focus on strengthening regional connections to adjacent communities and internal connections between destinations.

Fostering Development of Walkable Multi-Use Centers

Changing preferences of workers and households are generating new models for development that strike a balance between urban environments, such as those found in Center City Charlotte, and traditional strip shopping and suburban business park models. Today's suburban employment developments focus less on separating uses and more on creating walkable mixed-use centers that are active and vibrant places to live, work, and play in walkable environments that create linkages between destinations. Maker spaces are now proximate to shopping and dining, and offices are co-located with retail and housing. This Plan sets out opportunities to foster these types of development models in newly developing areas and as older commercial centers and corridors redevelop.

Gaining Public Access to Lake Norman

Town residents highly value Lake Norman and the environmental and recreational benefits it provides. However, most residents can't directly access the waterfront as lake front access within the Town is limited to private landowners. This Plan sets out the goal to work with waterfront land holders to identify mutually beneficial opportunities to provide public waterfront access to the Town. As new developments occur in southern Mooresville and in particular in the Mt. Mourne area, it will be important to investigate these opportunities.

VISION AND VALUES FRAMEWORK

Development of this community plan was guided by our vision and values framework to create an enduring, connected, inclusive, and innovative Mooresville.

In 2040, Mooresville will be...

Enduring

Mooresville will maintain the unique places and assets that make it an attractive and livable community for all.

We Value...

- Our vibrant downtown, historic neighborhoods, and unique mill village
- Having a variety of neighborhood living options that support a diversity of households
- Our growing and vibrant local economy
- Our well designed commercial centers and neighborhoods
- Lake Norman and the natural areas it supports

Connected

Mooresville will be a connected community that unites residents, neighborhoods, employers, community institutions, and the region.

We Value...

- Having ways to connect with other residents that reaffirms we are one community
- Our proximity to Charlotte and to the growing economic region
- Having safe, accommodating, and efficient options for accessing destinations in and around Town
- Attractive transportation corridors that add to the community's vibrancy
- Accessibility to the lake, natural areas, and outdoor recreational opportunities

Inclusive

Mooresville will guide changes in the community so that all residents receive benefits from growth and investment.

We Value...

- Our residents representing a variety of lifestyles, cultures, and incomes
- Quality educational offerings for all ages and incomes
- Having a diverse economy and workforce
- Sustaining our established communities
- Having housing that is affordable to workers in our community
- Providing equitable municipal services and facilities to residents throughout the community
- Providing quality places that are attractive and welcoming for all

Innovative

Mooresville will support innovation to enhance the community.

We Value...

- Opportunities to learn from the successes of other communities
- Collaborative planning solutions crafted to fit Mooresville
- Developing partnerships with neighboring communities and local institutions to achieve community goals
- Creative methods for repurposing structures and sites
- Creative approaches to addressing transportation challenges
- New forms of development that support economic growth, fiscal health, and community character
- New ideas for providing efficient and effective municipal services

ABOUT THE PLAN AND PROCESS

Planning Context

The Planning Area

In accordance with best practices, this Plan looks beyond the municipal boundaries and ETJ of the Town. Successful plans consider and set a course for areas that may become part of the community in the future as a result of future development and annexations. Planning for a long-range area helps establish consistency in planning over time. The previous comprehensive plan also took this expanded view. The planning area has been modified to reflect updated service area boundaries and annexation agreements with the Town of Davidson to the south and the Town of Troutman to the north. Borders extend to the Iredell County line in the east and Lake Norman in the west. The map on the following page identifies Mooresville's new planning area boundary.

Coordination with Other Plans and Efforts

The Town of Mooresville has a history of good planning and this Plan includes valuable ideas from the last Comprehensive Land Use Plan, Comprehensive Transportation Plan, and small area plans to carry forward these policy directions and initiatives.

This Plan also recognizes recently developed plans that are additional resources for Town decision-makers, including the Mooresville Cultural, Parks, and Recreation Master Plan and the Comprehensive Housing Strategy.

The Plan also sets the stage for future updates to existing plans, such as the Town's Water and Wastewater Utilities Plan and updates to the parks plan, as well as development of a new greenways master plan.

Relationship of Plan to Zoning

While not a regulatory document, this Plan does provide guidance for decision-making on land development proposals. To fully realize the vision outlined in this Plan, updates will need to be made to the Town's Zoning Ordinance.

The Town's Zoning Ordinance and Zoning Map are the regulatory documents that determine what types of development can locate in different areas in the Town's planning jurisdiction and specific requirements that those developments must achieve. Zoning maps (in the Town's ordinance) and future land use and character maps (in the comprehensive plan) are often mistakenly perceived to be identical. Although they are related, each serves a different purpose. The future land use and character map depicts a long-term vision of how and where the Town will grow and change over the next 20 years in order to accommodate residential, employment, and commercial growth. The zoning map refers to regulations that apply to areas today, specifically how land can be used and what can be built on a given property.

In North Carolina, municipal zoning enabling statutes require that zoning be "in accordance with a comprehensive plan." Recent North Carolina statutory changes require that local governments make statements of consistency when making a rezoning decision on a development application. The state law requires the elected body to address any inconsistencies with the plan by establishing that at specified pre-determined intervals (e.g., annually), a Comprehensive Plan Amendment will be presented to the Town Board of Commissioners that will amend all inconsistencies that have been created through the rezoning process. Doing this annually will allow staff the opportunity to evaluate trends related to inconsistencies and help to identify holistic plan fixes that can address these trends.

Planning Area

Legend:
- Planning Area
- Iredell County
- Interstate
- US & NC Route
- Main Road
- Mooresville Town
- Mooresville ETJ
- Other Municipalities
- Lake Norman

The Planning Process

This Plan is the result of the OneMooresville initiative, a community-driven process that included broad outreach to members of the community. Beginning in the summer of 2018 and lasting through the summer of 2019, the OneMooresville process generated inputs from hundreds of residents on their aspirations for the Town's future.

Through online questionnaires, public meetings held throughout the planning area, interviews with community stakeholders and officials, conversations with community groups, activities with local students, and a citizen steering committee, this Plan has been drafted and vetted in plain view of the public.

Details on the public engagement process have been memorialized in a set of meeting reports updated during the drafting process. The full Plan was unveiled to the public on June 10, 2019 and open for a public hearing and comment before adoption on [__Enter adoption date__].

Public Engagement Locations

1	The Charles Mack Citizen Center
2	Victory Lanes Bowling Center
3	St. Therese Catholic Church
4	Festival of Food Trucks
5	Mooresville High School
6	Cove Church - South Mooresville Focus Area
7	Liberty Baptist Church
8	Vanderburg United Methodist
9	Morrison Plantation Clubhouse
10	Online (MindMixer)

Interstate

US & NC Route

Main Road

Planning Area

Iredell County

Mooresville Town

Mooresville ETJ

Other Municipalities

Lake Norman

EXISTING INITIATIVES AND CURRENT PROJECTS

The Town of Mooresville has several important projects currently underway to improve quality of life in Town that support the vision and values of this Plan. These highlighted projects represent a small fraction of Town initiatives, many of which will be referenced again elsewhere in the plan, including in Chapter 4: Connecting People and Places, and Chapter 7: Serving the Community.

Selma Burke Center Renovation

The Selma Burke Center is undergoing renovation to the existing facilities and adding a new multi-purpose space as well as new amenities to serve the recreational needs of Mooresville citizens. The new center will include a 9,000 square foot multi-purpose building, a renovation to the gymnasium and existing facility, a new picnic shelter, a new playground, a new walking trail, and new green space.

Liberty Park Renovation

The Liberty Park renovation will incorporate new green space and walking paths, a new entrance to the park from Church Street, a veteran's promenade and art installation, and new bandshell and performance area, and enhanced landscaping.

Mill Village Sidewalk & Utilities (2014 GO Bond)

The Town is investing the Mill Village area through development of a new sidewalk on one side of the street and curb & gutter to promote pedestrian walkability and also connectivity to the Downtown area.

Mill Village Improvements Project

Mooresville School Network Sidewalk (2014 GO Bond)

This new sidewalk will connect Mooresville Middle School and Kistler Farm Road communities with Bellingham Park and the Fieldstone/Magnolia sidewalk network.

New Sewer Outfalls

The Town of Mooresville is in process of constructing the Rocky River and Mt. Mourne sewer outfalls, which will provide gravity sewer infrastructure from NC 3 at Mooresville Intermediate School to Linwood Farms, and Presbyterian Road pump station to Intersection of Faith and Highway 115.

South Mooresville Focus Area

Dye Creek Greenway

The Dye Creek Greenway is a planned and proposed greenway that will connect Bellingham Park in southern Mooresville to Johnson Dairy Road. This will be part of the regional Carolina Thread Trail system.

HOW TO USE THIS PLAN

Plan Users

This Plan is designed to be a living document that will be used by residents, developers, business owners, and workers employed in Town to describe the future of Mooresville and how the Town plans to get there. For elected officials, policymakers, and Town staff, the Plan includes policy direction meant to aid in official decision-making. For regional partners, the Plan includes priorities that can help tailor other plans and state funds toward locally preferred outcomes.

Plan Organization

The OneMooresville Comprehensive Plan is organized by key planning themes:

Chapter 1: About OneMooresville

Chapter 2: Guiding Growth

Chapter 3: Shaping Development

Chapter 4: Connecting People and Places

Chapter 5: Promoting a Vibrant Economy

Chapter 6: Investing in a Sustainable Future

Chapter 7: Serving the Community

Chapter 8: Implementing the Plan

Appendix: Technical Documentation

Chapter Content

Each of the policy chapters (2 through 7) include three sections:

- **Community Issues and Key Influences.** This section includes a discussion of the conditions and trends that influence the future of the Town, region, and nation. Understanding the forces that influence the future of the Town helps to generate a better understanding of desired outcomes, policies, and actions.

- **Guidance for Decisions.** This section includes the outcomes desired from the Plan and the policies that can help the Town achieve its vision. Both outcomes and policies may be used by decision-makers to guide budget and capital planning investments and land development decisions. Town staff can include relevant outcomes and policies in staff reports that are relevant to development decisions being made by the Town.

- **Linkage to Vision and Values.** This final section connects the outcomes and policies to the Town's overall vision and values described in chapter 1.

Some topical chapters have additional sections:

- **The Growth Management Framework** in chapter 2 indicates priority areas for allowing or encouraging growth. This may be used by public decision-makers, service providers, or utility administrators to help time the provision of services to future development.

- **The Future Character and Land Use (FCLU) Framework and Map** in chapter 3 defines the planned character and land uses within the planning area, including general descriptions of uses and building patterns. The FCLU provisions will provide guidance for land development approvals and may be used as the basis for adopting changes to the Town's Zoning Ordinance.

- **Chapter 4** serves as the Town's Transportation Master Plan. The chapter, along with the appendices, serves as the local transportation plan to be referenced in NCDOT decisions.

Guiding Growth

In Chapter 2, Guiding Growth, this plan sets out a course for managing expected growth and development and coordinating services to targeted growth areas. The plan identifies places that are priorities for change and investment and places that are more appropriately developed beyond the 2040 planning horizon.

Find Inside:

INTRODUCTION

Mooresville has seen extensive growth over the last decade and will likely continue to be one of the fastest growing parts of the region. Market trends and an ample supply of developable land may result in growth both north and south of current development. Pressure for growth and change will likely come from:

- New utility infrastructure;
- Improved regional north-south roadway connections;
- New toll road managed lanes on I-77;
- A new interstate interchange at Cornelius Road;
- A new east-west connector roadway through southern Iredell County; and
- Potential future of LYNX light rail into Iredell County.

Mooresville's challenge now is to capture a portion of this growth and the associated benefits of new development, while also directing growth to the right locations that can be served by roads, schools, utilities, and other community services. The planning approach considers the amount of available land and future capacity for growth over the coming decades. This chapter sets out a series of mapping tools that can help community leaders and planners guide growth and change over the coming years. This planning approach guides growth to areas that are: (1) served by utilities, or that will likely be served by utilities over the next 20 years, (2) opportunities for redevelopment in existing developed areas in need of reinvestment, and (3) opportunities for new growth in areas that are not limited by development restrictions that protect environmentally sensitive lands.

BIG IDEAS FOR GUIDING GROWTH

- Growth Management will Balance Smart Growth and Economic Growth

- Partnerships will Support Implementation of the Town Framework

OUR GROWTH AT A GLANCE

Mooresville has experienced continued and strong growth, capitalizing on proximity to Charlotte, access to Lake Norman, and the relocation of Lowe's corporate headquarters in the mid-2000's. Population in Mooresville is growing faster on average compared to the Charlotte Metropolitan Statistical Area (MSA). By 2040, the population in the Town's planning area is expected to increase by over 24,000, for a total of nearly 100,000 residents.

Overall population growth will be accompanied by growth in school-aged children, which will inevitably have an impact on the local school systems. Knowing where there is potential for long-term capital projects is critical in planning for a future growth framework. The map on page 25 summarizes long-term and tentative plans for school improvement and construction projects within the planning area.

Public infrastructure and utility investments also have a crucial role in facilitating growth. Mooresville currently has two major utility projects planned in the southern portion of the planning area: the Rocky River sewer outfall and the Mount Mourne outfall. These infrastructure investments will accommodate more opportunities for development in this area.

Additional considerations for growth include environmental and watershed protection. Mooresville is subject to water supply protection regulations for Lake Norman and Don T. Howell Reservoir. Consequently, certain places within the planning area must comply with regulations that limit the intensity of development activities.

Historic Trends and Projected Population in Planning Area

See Snapshot Report for further discussion

COMMUNITY ISSUES AND KEY INFLUENCES

Development Capacity

Mooresville currently has a sufficient amount of land to accommodate population growth into the future. Approximately 39% of the Mooresville Pl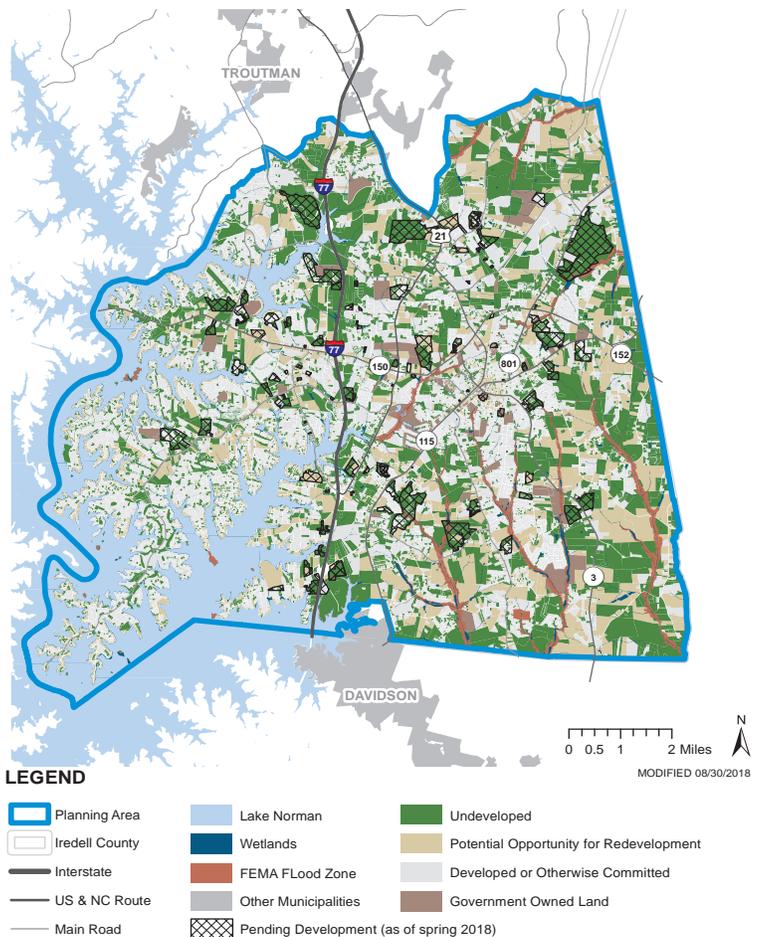anning Area is undeveloped. This includes roughly five times the amount of land needed to accommodate the projected growth over the next 20 years. A general planning rule of thumb is that a jurisdiction should have approximately two times the amount of land needed to accommodate growth. This suggests that Mooresville should carefully plan for future growth to ensure it is well managed, located, and designed to meet community objectives. The map to the right identifies in green the locations where future growth could potentially occur.

Pending Development

In addition, there are currently more than 3,400 acres of pending development projects in the planning area that will provide additional capacity for growth. These developments are dispersed throughout the planning area, with most occurring on the edges of the current Town limits.

ONEMOORESVILLE Development Potential Map

LEGEND

Planning Area	Lake Norman	Undeveloped
Iredell County	Wetlands	Potential Opportunity for Redevelopment
Interstate	FEMA FLood Zone	Developed or Otherwise Committed
US & NC Route	Other Municipalities	Government Owned Land
Main Road	Pending Development (as of spring 2018)	

Development Capacity within the Mooresville Planning Area and Town Limits

Development Classification	Planning Area		Town Limits	
	Acres	Percent	Acres	Percent
Undeveloped	21,550	39%	5,010	35%
Potential for Redevelopment	12,720	23%	1,210	8%
Developed or Otherwise Committed	18,970	34%	6,620	46%
Government-Owned Land	1,940	4%	1,450	10%
Total Acres	55,180	-	14,290	-
Acres Pending Development	3,470			

These calculations do not account for environmental conditions that may otherwise limit development
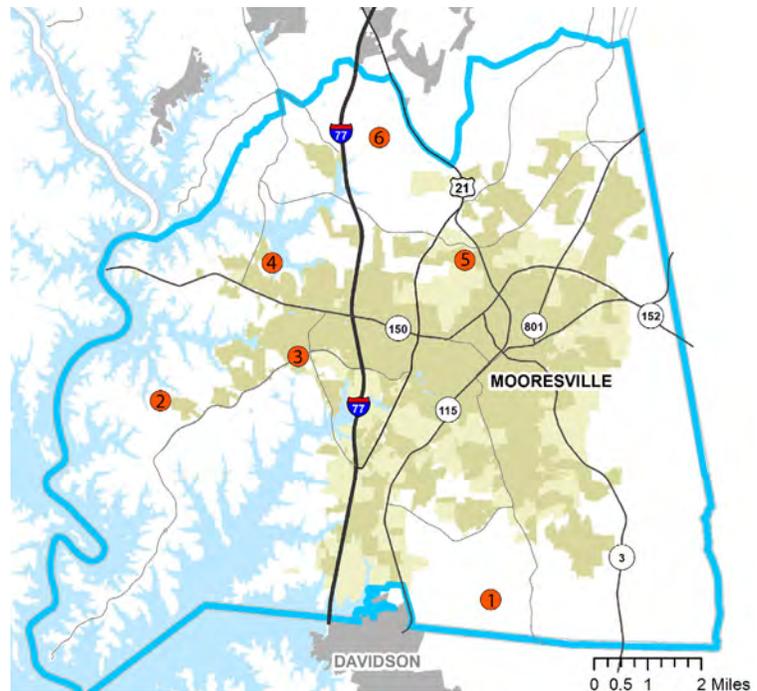
See Snapshot Report for further discussion

Growth in Schools

Overall population growth will be accompanied by growth in school-aged children. Mooresville is served by two school districts (Mooresville Graded School District and Iredell Statesville Schools), as well as charter and private schools.

One of the biggest effects of growth is expansion of existing schools and development of new schools. The current plans for both school districts include land to expand capacity at existing schools or build new schools at six sites within the planning area. Two of these locations are in areas slated for future growth beyond the planning horizon of this plan.

It will be important for the Town to work closely with the school districts as the plans for these schools are put into place. Coordination will ensure that the character of these areas are enhanced by and supportive of the schools and that future growth is managed to support use of these schools without putting strains on the Town's fiscal health, community infrastructure, or roads.

Pending and Future School Sites

This map includes known opportunities for school capacity growth. As more school-aged children call Mooresville home, capacity in charter or private schools may also grow. This map and the descriptions below present a snapshot of pending and future school sites. The school district's maintain their own strategies and plans for the future and respond to changing conditions.

1. Coddle Creek Elementary: room for a future middle school on the current site.

2. Woodland Heights: middle school next to elementary school under construction, anticipated to serve existing Brawley Middle School population of 800 by the 2021-2022 school year.

3. Mt. Mourne IB: existing Brawley Middle School site renovations anticipated to occur during the 2019-20 school year in preparation for Mt. Mourne IB to move in by the 2020-2021 school year.

4. Lakeshore Elementary/Middle School: Iredell Statesville Schools anticipates elementary school expansion by the 2021-22 school year and middle school expansion shortly thereafter.

5. MSGD Property: land available for a new middle school and potentially a new elementary school in approximately five years.

6. Parkertown Road Site: Iredell Statesville Schools has an 85 acre site for future elementary and middle schools.

EXAMPLE: INFILL DEVELOPMENT RETURN ON INVESTMENT

This plan highlights successful examples or case studies. They serve as tools for understanding how community issues and key influences have been addressed by other communities.

When looking to extend or improve infrastructure and services, communities have started comparing returns in value per acre for these types of investments in addition to cost of completion. At face value, extending infrastructure into a new area may be relatively inexpensive, because greenfield development generally doesn't have the same construction complications as infill development. However, when building to lower density areas, it often requires much more serviced land and development to get the same amount of revenue in return as would an improvement in the downtown core. Intended land use should generate enough economic value to afford the infrastructure and services needed to support that land use.

The **Charlotte region** performed a land value per acre assessment as part of its CONNECT Our Future effort in 2014 and found that the value gained by reinvesting in downtowns in the region could yield an impressive 119% more in property tax revenue than status quo forms of development. For example, the report found that downtown Salisbury produces 335% more tax dollars per acre than nearby commercial shopping centers.

A similar pattern held true when this type of analysis was done for the Town of Matthews. The assessment found that revenue productivity is by far the highest in the downtown core of Matthews, indicating that high profile downtown infill is the most efficient development format in the county. For example, the Park Square residential and commercial area downtown is worth more than $2 million per acre while the Sam's Club on the periphery has a value of $881,492 per acre. This shows that Park Square downtown is more than twice as productive from a property tax standpoint.

Although these examples differ in scale and density, they highlight the variation in value for different development patterns. The difference between acre lots and infill Downtown in Mooresville could be substantial. Assessing value per acre and return on investment could influence which sites in the planning area are the most desirable as a focus for growth.

Downtown Salisbury produces 335% more tax revenue than the Innes St Market Shopping Center on the same taxable land area.

THE GROWTH MANAGEMENT FRAMEWORK

How will Mooresville Grow?

Regional forces and markets trends suggest that the Town of Mooresville will continue to grow through 2040. The location and character of growth, and its integration and interconnection with existing areas, will be influenced by policy decisions set out in this plan. Moving forward, the Town of Mooresville embraces a two part growth management approach that:

1. Reinforces market conditions for reinvestment in older commercial centers and aging neighborhoods, and

2. Creates opportunities for new destinations and neighborhoods on the edges of the community.

The provision of future infrastructure, locations of future schools, new roads and road improvements, and the suitability of lands for development are all important components that were considered when developing this framework.

Mooresville's Growth Management Framework

Mooresville's growth management framework is described in a series of maps, intended outcomes, and policies to guide development using sustainable development principles that balance economic and fiscal gains with placemaking, community character, and environmental considerations. This framework includes three key maps: the Town Framework Map, the Tiered Growth Map, and the Future Character and Land Use Map.

Town Framework Map

The broad view of Mooresville's development and growth is noted and guided by this map that identifies the existing and future location of neighborhoods, commercial areas, employment sites, activity centers, and transportation corridors. This map is intended to help community leaders, planners, and residents understand the overall growth approach for the Town. The Future Character and Land Use Map provides guidance more specifically on the design and character of these areas.
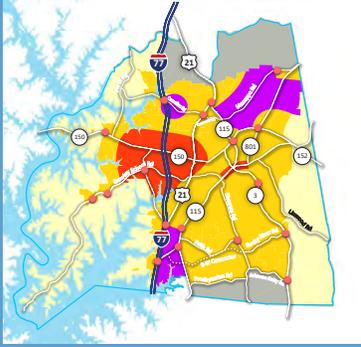
Tiered Growth Map

Mooresville's planning area includes approximately five times the amount of land needed to accommodate forecasted growth over the next 20 years. To ensure that future growth does not result in sprawl across the planning area and follows orderly and efficient provision of utilities and services, the Tiered Growth Map identifies tiers of growth. Community decision-makers can use this map to identify places where utility infrastructure is warranted over the next 20 years and places that are appropriate to annex into the Town.

Future Character and Land Use Map

The Future Character and Land Use Map (Chapter 3, page 47) depicts a more detailed intent for how the Town should grow to achieve its vision in the future. The map identifies character and land use areas where types of places share attributes of form and function, including size and type of buildings, relationship to the street, block pattern, parking, and land uses or development types. The character and land use areas are crafted to provide flexibility for future trends while holding to an overall defined pattern and form of growth.

Official Zoning Maps

While not directly part of the Town's Growth Management Framework, the Town's Official Zoning Map is a critical tool for determining land use and development intensity throughout the Town and its extraterritorial jurisdiction (ETJ). Implementation of the OneMooresville Plan, including the Future Character and Land Use Area Map, will occur largely through official regulatory documents including the Town's Zoning Ordinance and official Zoning Map.

Town Framework Map

A broad view of existing and projected development patterns over the full planning area intended to help the community understand the overall growth approach for the Town.

Tiered Growth Map

Sequential tiers of projected future service and utility provision intended to reach the expectations of the Town Framework Map. The Town can use this to guide the provision of infrastructure and annexations.

Future Character and Land Use Map

Depicts a more detailed view for how the Town should grow to achieve its vision in the future with descriptions of the intended pattern for each character and land use area.

Official Zoning Maps and Town Decisions

A critical tool for determining land use and development intensity throughout the Town and its ETJ as guidance beyond the OneMooresville Plan.

Close-up of current zoning map

TOWN FRAMEWORK MAP

Town Framework

The Town Framework Map identifies the Town's two centrally located commercial destinations and three major employment clusters that serve and employ the residents of the community. The Town Framework Map also considers the existing and expected growth that will likely occur outward from these commercial destination and employment centers. These growing areas informed the identification of key corridors and potential new centers that can provide additional opportunities for placemaking and creating new vibrant destinations in Mooresville.

Map Areas

Commercial Destinations

There are two key existing commercial destinations in Mooresville. One is in the historic downtown and the other is the suburban retail stretch of Highway 150 that is easily accessible from I-77. As Mooresville continues to grow, these destinations will continue to be hubs of retail and commerce. True mixed-use development will be incorporated into these destinations to provide easy access to jobs, shopping, and entertainment.

Major Employment

There are three major employment areas existing or in development in Mooresville: the industrial parks in the northeast, the corporate campuses in the south, and the new Cornelius Road interchange area. All areas thrive on transportation access to the broader region. Additional major employers in the future are anticipated in these locations.

Core Development

The core town development area of Mooresville includes existing residential neighborhoods, employment spaces, and mixed use corridors. Development within this large area includes many opportunities for locating services near homes, generating new employment centers, and creating

quality residential neighborhoods that provide housing choices to future residents.

Peripheral Development

State regulations applied within these areas limit the intensity of development to approximately two units per acre to account for impacts on important watersheds used and reserved for community water supplies in Lake Norman and the Ben T. Howell Reservoir in Kannapolis.

Future Growth/Cluster

Areas at the northern and southern ends of the planning area are not anticipated for growth over the next 20 years. These areas include land where development and provision of public services is recommended to be reserved for future growth beyond the timeline of this plan (>20 years).

Potential Centers

Potential centers are intended to provide localized opportunities to shop, dine, recreate, and work proximate to neighborhoods. These centers reduce the need for residents to travel farther distances for these short trip needs. Potential centers are further categorized as Neighborhood Centers and Village Centers on the Future Character and Land Use Map.

Town Framework Map

Legend:

- **Commercial Destinations**
- **Major Employment**
- **Core Development**
- **Peripheral Development**
- **Future Growth/ Cluster**
- **Interstate**
- **Key Corridors**
- **Planning Area**
- **Potential Centers**

Map labels: Perth Rd, 77, 21, Cornelius Rd, Mazeppa Rd, Connector Rd, 115, 801, 150, 152, Brawley School Rd, 150, 21, 115, 3, Shearers Rd, Linwood Rd, 77, Faith Rd, Rocky River Rd, E-W Connector, Presbyterian Rd, Johnson Dairy Rd

TIERED GROWTH MAP

Timing and Intensity

An evaluation of growth potential in the Mooresville planning area established that there is nearly five times the amount of land needed to accommodate the next 20 years of growth. The Town has a responsibility to manage the provision of infrastructure and growth to make sure it achieves several objectives:

1. Reinforce community character goals;

2. Efficiently serve new growth by maximizing existing infrastructure;

3. Support and grow existing commercial and employment centers by supporting infill and redevelopment; and

4. Manage growth to be located so that it can be served by and support future transit service.

The following Tiered Growth Map identifies four tiers of growth that denote the appropriateness of future development, extension of public infrastructure, and annexation into the Town. While this tiered growth approach doesn't formally set out a time frame for growth to better accommodate market fluctuations, it does assume that Tier 3: Long Term Utility Growth, is slated for growth beyond the 2040 time frame of this plan.

This map should be used to guide utility infrastructure extension and annexation decisions until the next update to the plan. Given the fact that unforeseen opportunities may arise, this Tiered Growth Map is intended to provide guidance to community leaders, but not restrict decision-making based on new available information. Annexation is also dependent on limits imposed by state-level regulation that should be monitored regularly for changes to ensure Town compliance.

Tiered Growth Map Areas

Tier 1: Town Services and ETJ

Tier 1 areas are within Town limits, within the Town's ETJ, or are encircled by the Town and ETJ. These are the first places to expect service provision and development. The built areas within this tier are appropriate locations for immediate development in the form of adaptive reuse, redevelopment, and infill development. This tier should be a priority for future capital investments.

Tier 2: Utility Growth Area

This area includes locations where future growth could occur during the next 20 years in the Mooresville planning area while still preserving a compact footprint for the Town. These areas will be locations for future transportation and utility investments and are appropriate locations to guide new growth.

Tier 3: Long Term Utility Growth

These areas to the north and south are located away from future utility and road investments and include land where immediate growth is not expected or promoted. These areas are in Iredell County's planning and zoning jurisdiction, meaning it will be important for the Town of Mooresville to work with the County to manage growth and change.

Tier 4: Low Priority Town Utility Provision

Areas in the east and west of Mooresville's planning area are limited by state regulations to protect potable source water within the Lake Norman and the Don T. Howell Reservoir. The regulations limit impervious surfaces, but do have some flexibility for additional density when water flow is managed. The peninsulas on Lake Norman are built out, with few opportunities for potential infill development. The areas to the east are low density, rural lands that provide a natural buffer from the more intensive development occurring in Rowan and Cabarrus Counties. It is not expected that additional Town utilities would be provided.

Tiered Growth Map

Tier 1: Town Services and ETJ

Tier 2: Utility Growth Area

Tier 3: Long Term Utility Growth

Tier 4: Low Priority Town Utility Provision

Interstate

Key Corridors

Planning Area

GUIDANCE FOR DECISIONS

This section contains intended outcomes of the Plan and policies that support guiding growth. Both intended outcomes and policies provide guidance for Town decision-makers and include reference numbers for ease of use.

Intended Outcome 2-1

Growth Management will Balance Smart Growth and Economic Growth

The pattern of growth in Town should open opportunities for new development and improved quality of life in ways that are efficient to service and that afford residents easy access to services and commercial amenities.

Policy 2-1-1

Manage Growth Using the Tiered Growth Map

Use the guidance of the Tiered Growth map to direct future infrastructure investment, annexations, and development policies and incentives over the course of the planning horizon within the priority growth areas (Tier 1 and Tier 2).

Policy 2-1-2

Support Development of New Centers to Serve Growing Areas

Use the guidance of the Town Framework Map as a broad-based policy tool for identifying new centers in priority growth areas. If changes are made to the Future Character and Land Use Map in the future, preserve the main nodes of this map as the heart of the physical plan.

Policy 2-1-3

Encourage Development of Infill Development Sites

Past development patterns have left parcels of undeveloped land in otherwise developed areas. Development of these vacant sites, or "infill development" offers opportunities to increase housing and employment opportunities without changing the character of the area.

Intended Outcome 2-2

Partnerships will Support Implementation of the Growth Management Framework

The Town should work collaboratively with the county, neighboring jurisdictions, and local partners including school districts to support the Growth Management Framework.

Policy 2-2-1

Coordinate Planning and Zoning with Iredell County

Much of the lands within the Town's planning area are currently within Iredell County's planning and zoning jurisdiction. The Town should work with Iredell County during future updates to the County's Comprehensive Plan and Zoning Ordinance to ensure that Mooresville's Town Framework is reinforced by future County policies and regulations. In addition, consider creating formal relationships to coordinate planning in areas of common interest to ensure that planning policies on one side of the jurisdictional line match the policies on the other side.

Policy 2-2-2

Coordinate with School Districts on Future Facilities

The Town will work closely with Iredell-Statesville Schools and Mooresville Graded School District to proactively plan for new schools and the areas surrounding them. Opportunities to reinforce compact and walkable development patterns and connections between schools and adjacent communities are preferred.

Policy 2-2-3

Continue to Partner with Regional Neighbors

Mooresville will continue to partner with Davidson, Troutman, Kannapolis, surrounding Counties, and other regional neighbors to plan for growth and infrastructure investment. The objective of these regional planning efforts is to identify the best approaches to serve the needs of the partnering communities and reinforce their land use plans.

LINKAGE TO VISION & VALUES

The outcomes and policies in the Guiding Growth chapter support the Town's overall vision and values through managing growth to existing developed areas and directing it to new areas that capitalize on public infrastructure and future growth potential. This will result in orderly growth patterns that support fiscal health and enhance community character.

Enduring

This plan guides growth in a manner that will support the reinvestment and protection of community character of the Town's established neighborhoods, commercial centers, businesses, and Downtown.

Connected

Priority growth areas were designed to capitalize on future transportation investments and prioritize multi-modal connections to better link destinations.

Inclusive

This plan fosters inclusivity by focusing growth in a manner that emphasizes reinvestment of existing places and provides better access to a variety of employment and housing choices throughout Town.

Innovative

The growth framework is designed to be flexible to accommodate new development opportunities that achieve intended outcomes.

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CHAPTER
three

Shaping Development

In Chapter 3, Shaping Development, the OneMooresville Comprehensive Plan continues the Town's course of shaping growth and development using an approach that blends both land use and community character to achieve design excellence of new spaces and redeveloped places. The character areas in this plan can be used to guide development that results in high quality destinations that are compact and walkable, that support the evolving household needs of workers and residents, and that generate a pattern of growth that will maximize existing public infrastructure, are fiscally sustainable, and support future transit service.

Find Inside:

INTRODUCTION

Shaping future development in Mooresville requires:

- Understanding of the past planning choices that have shaped the character of the community that exists today;

- Consideration of our changing community, region, and world; and

- Evaluation of how the evolution of our economy and lifestyle needs can be better supported by our built environment.

This plan serves to uphold the best of what was planned in the past - a vibrant and historic downtown, high quality neighborhoods, and destinations for shopping, employment, and third places (locations where residents can gather and interact as part of the larger community). It provides guidance about the type and character of development that should be located in different parts of the Mooresville planning area. It offers new opportunities to create environments that will provide residents with greater choices for where they can live, work, and play in active and walkable centers. It also provides an opportunity to have a more inclusive community that supports the Town's growing workforce and their attainable housing needs.

This plan also provides opportunities to incorporate parks, trails, and greenways into new developments. Greening the community and creating more opportunities to recreate in nature is one of the most important goals of this community plan.

BIG IDEAS FOR SHAPING DEVELOPMENT

- The Pattern of Development in Mooresville will Result in Quality Placemaking, Reinforce Existing Strong Places, and Better Connect the Community

- Mooresville Will Retain Strong Ties to the Physical Elements of its History

- Infill and Redevelopment Strategies will Remediate and Revitalize Aging Investments

OUR DEVELOPMENT AT A GLANCE

Existing Land Use

The OneMooresville planning area is largely comprised of single family homes on individual lots (48%). Nearly 39% of the planning area is in a natural or undeveloped state where future development could occur. This undeveloped area could support more than five times the amount of growth expected through the next 20 years.

The remaining 13% of the planning area is comprised of commercial, industrial, government, institutional, office, and other residential uses (mobile homes, multifamily, condominiums, rural homesites, and patio homes.) The chart on the right and the map on the following page provide more information on existing land uses in Mooresville's planning area and town limits.

Residential Mix

Nearly 75% of the housing units in the planning area are detached or attached (townhomes) single-family units. A majority of these units were constructed between 1990-2009 in a period of rapid growth.

While a majority of units are single family, recent market changes (including lifestyle preferences of younger workers and aging households) have resulted in development of 1,700 new multifamily units since 2010. This shift is not only representative of a changing housing market, but to some degree represents a boost in supply to meet current demand.

Commercial and Employment Mix

Nearly 4% of the planning area is comprised of retail and commercial development, primarily in two main centers: downtown and along Highway 150 just east of I-77. With the demand for e-commerce growing, the future of traditional brick-and-mortar retail stores is uncertain. Some sectors, such as automotive sales and restaurants appear to be resilient to the evolution to online retail. Office space in Town is primarily located in business parks and the growing business hub in the Mt. Mourne area. The office market,

Existing Land Use

Use	Percent of Land	
	Planning Area	Town Limits
Single Family Residential	48%	31%
Undeveloped	39%	35%
Commercial	4%	11%
Industrial	3%	11%
Government Owned	2%	5%
Institutional/Special Purpose	2%	3%
Mobile Home Subdivision	1%	< 1%
Multifamily Residential	< 1%	2%
Office	< 1%	1%
Miscellaneous	< 1%	< 1%
Rural Homesite	< 1%	-
Condominium	< 1%	< 1%
Patio Home	< 1%	< 1%

See Snapshot Report for further discussion

particularly in metropolitan markets like the Charlotte Metropolitan Region, has a high demand for office space within urban contexts that is walkable and provide a variety of services and uses proximate to the office. Mooresville, as one of the larger job centers in the region, has an opportunity to capture this office growth if the shape for new spaces accommodates the needs of workers and businesses.

The region is in need of flexible industrial and warehousing spaces to support "last mile" flow of goods in the region. Mooresville is in a unique location with regional transportation access and space to host these types of uses.

Existing Land Use

LEGEND

Rural Homesite	Office
Single Family Residential	Commercial
Patio Homes	Industrial
Mobile Home Subdivision	Institutional / Special Purpose
Condominium	Government Owned
Town House	Miscellaneous
Multi-Family	Undeveloped

Planning Area	Interstate
Iredell County	US & NC Route
Other Municipalities	Main Road
Lake Norman	

COMMUNITY ISSUES AND KEY INFLUENCES

Character, Urban Design, and Land Use

Character varies within a community based on urban design characteristics such as the street structure, length of blocks, width of streets and sidewalks, height and design of buildings, and types and locations of open space. Character also depends on the actual land uses of an area and how the uses relate to each other and public streets and spaces. How these different components are blended together generates a different character and experience that make these places distinctive from others.

Over time, planning in Mooresville has grown from a focus on designating land uses and densities to a focus on defining and guiding character as places develop and evolve. This section describes some of the critical components of protecting, maintaining, and guiding community character that are important for supporting great places in Mooresville.

Historic Preservation

The most cherished and unique qualities of Mooresville are in its historic downtown and surrounding neighborhoods. When asked what residents value most about Mooresville, residents stated "small town feel," which has a direct relationship with the Town's historic core. The Town has embraced these unique historical resources by showcasing the legacy of its history beginning with its origins as a mill town. The original center city businesses, old mill buildings, mill village housing, and other notable buildings, homes, neighborhoods, parks, or views contribute to their community character.

The Town of Mooresville has an established Mooresville Commercial Core Historic District that identifies properties that "contribute" to the historic character of downtown. Specific guidelines are in place to manage change of these contributing

properties and to encourage the reuse and renovation of these properties as opposed to demolition. The guidance included within this plan upholds the goals of the Town's Historic Preservation program.

Character Compatibility

Mooresville is a maturing community that includes a blend of historic buildings from its earliest days, post-WW II homes and businesses, neighborhoods and business parks that developed during the later decades of the 20th century, and newer mixed use and multi-unit developments built over the last 20 years. One of the biggest challenges for any community is to maintain and enhance community character as places evolve and change over time. As community planning has evolved, urban design best practices have arisen as one of the most important aspects for managing change, while also allowing for the natural progress and improvement of housing and employment developments to occur.

The most effective jurisdictions use community character tools that encourage modernization of older structures and newer types of housing, commercial, and employment uses within a design framework that blends the old with the new. These types of design standards often include guidance for landscaping and buffers, building heights, building setbacks, style of roofs, orientation of buildings, location of parking, access, and circulation for people and vehicles. These are the key elements of urban design that determine the character of a place.

Form- and Design-Based Code Elements

Traditional (sometimes called "Euclidean") zoning focuses on the segregation of uses to protect residences from disruptive influences, such as noxious industrial uses. This type of zoning has traditionally neglected the importance of community character and urban design. As modern industries and commercial centers have evolved, communities have found very successful models for creating mixed use environments that allow people to work, live, play, learn, and worship within close proximity.

Form and design-based codes are used by communities of all sizes to carry out their vision. These elements prioritize the form and design of development while providing more flexibility of use. Many communities operate with a hybrid between the traditional and form-based codes, providing some flexibility of use and design while holding to the community vision. The current Mooresville Zoning Ordinance is in fact a hybrid that embraces form-based elements. This plan recommends maintaining this approach to elevate the importance of community character and design, and suggests adjustments to modernize the Town's code.

Cohesion of Built Environment and Surrounding Transportation Network

Another important aspect of maintaining community character is alignment of the design of transportation corridors and facilities with the surrounding built environment. The design of transportation facilities offers many options for upholding community character. Curb and gutter at the edges of public right-of-ways, sidewalks in urban areas and neighborhoods, or meandering trails on rural street sides are examples of transportation designs that can reinforce community character.

Evolving Built Environment Needs

Over the last 15 years, there has been a resurgence of downtown and urban living environments throughout the United States. Cutting across the generations, there is a strong interest on the part of many households to live in walkable and active environments where residents can easily access parks and green spaces, daily shopping needs, and entertainment options.

Mooresville's newly developing areas to the north and south of the community offer opportunities for creating master planned living environments that mix housing, shopping, recreational uses, and thoughtful road networks. These spaces can be interspersed with parks, open spaces, and greenways that link up destinations and neighborhoods throughout Town.

The Town has recognized the need for more workforce housing options in Mooresville and is exploring many tools to support development of these units. One tool to support development of workforce housing is to allow for a broader mix of housing types within neighborhoods and across the community. Generally speaking, multi-unit developments, such as apartments, townhomes, and triplexes are more affordable than detached single family residences. Supporting development of these units is yet another tool to help alleviate the challenge of workforce housing. Infill and redevelopments that include these units can be designed to complement the character of surrounding contexts. There are many examples of multi-unit homes that give the appearance of single family homes and uphold the surrounding neighborhood character.

As the region continues to grow, the transportation network will continue to be challenged. Creating compact neighborhoods and commercial or employment centers that can be served by future collector streets and transit is a smart way to grow to meet the needs of future residents.

EXAMPLE: MANAGING CHANGE THROUGH DESIGN

This plan highlights successful examples or case studies. They serve as tools for understanding how community issues and key influences have been addressed by other communities.

Some community members have expressed concern about the impact of future infill and redevelopment that includes higher density units in Mooresville, and particularly their impact on community character. As the Town continues to grow, it will be important to make opportunities for a variety of households to live within Town, including the incorporation of multiple housing types. Form-based codes offer a way to manage changes within the community. These types of regulations guide the design of new developments and meet the intended form and community character. These standards can also include compatibility standards for infill and redevelopment to ensure new developments are consistent with the surrounding development context. North Carolina law protects single family residences from some design regulations, however more regulatory tools are available for directing development of multifamily, nonresidential, and mixed use development.

This excerpt from the award-winning Beaufort County, South Carolina, Community Development Code illustrates how form and character are articulated for the T4 Neighborhood Center context.

FUTURE CHARACTER AND LAND USE

The Future Character and Land Use Map designates the character areas that will guide growth and change in the community for the long-range future. Each of the colors on the map represent one of the twelve character areas:

Neighborhoods

- Town Residential
- Mill Village
- Neighborhood Residential
- Peninsula Residential
- Rural Residential
- Future Planning Area / Cluster Residential

Downtown

- Downtown Center
- Downtown Edge

Mixed Use

- Mixed Use Destination
- Mixed Use Corridor

Employment

- Employment Center
- Flex Industrial

Character areas reflect the intended development patterns, form, and character of future development and redevelopment. As site plans, subdivisions, and rezoning cases are evaluated, these character areas will serve as a guide for Town leaders and staff in evaluating the appropriateness of future developments.

These character areas were developed to provide general guidance regarding land development and design. Discretion should be used to identify the most appropriate fit given the site conditions and surrounding context when interpreting which category should apply to a property.

In addition to this plan, the Town's small area plans have been evaluated and policies that are still relevant to these areas are included in the section: Legacy Plans page 76. These policies should be taken into consideration as part of development approvals in addition to the policies and character areas included in this Plan.

Future Character and Land Use Map

Boundaries are meant as guidance for decision makers. Properties located on the edges of boundaries should be reviewed for context and appropriate designation on a case-by-case basis.

Future Character and Land Use

Planning Boundary
County Boundary
FEMA Flood Zone
VC-Village Center
NC-Neighborhood Center

Residential
Town Residential
Mill Village
Neighborhood Residential
Peninsula Residential
Rural Residential
Future Development / Cluster Residential

Downtown
Downtown Edge
Downown Center

Mixed Use
Mixed Use Destination
Mixed Use Corridor

Employment
Employment Center
Industrial

TOWN RESIDENTIAL

Character Intent

Town Residential is intended to preserve the traditional building pattern of mixed residential development sometimes referred to as "traditional" or "pre-World War II" development patterns. These are the Town's oldest neighborhoods and are opportunities for context-sensitive redevelopment. The existing design context includes small lots, detached and attached buildings, small-scale apartment buildings, and a defined grid of streets. The traditional, pedestrian-friendly streetscape should be preserved. Town Residential is located in walking or cycling distance to the Downtown character and land use areas.

Pattern

Existing

Future

Form

Opportunities

- Infill development and redevelopment that fits the character of the surrounding neighborhood
- Development of new types of housing choices that support compact development and provide a mixture of uses in a walkable environment
- Maintained and improved access and connectivity to growing Downtown Mooresville
- Accessory dwelling units
- New green spaces and bicycle-pedestrian connections that create greater linkages between neighborhoods and preserve the tree canopy and access to nature for residents

Primary Uses

- Single family (detached)
- Townhomes
- Duplexes
- Triplexes
- Quadplexes

Secondary Uses

- Small scale, low-rise multi-family apartments
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)
- Small scale neighborhood commercial at major street corners
- Professional offices on the edges of neighborhoods near downtown

Street Design Priorities

- Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Town Residential** future character and land use area follows the **Residential** section of the street priority matrix and multimodal facility guidelines. (See page 108)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 2 stories	1 to 3 stories
Street Pattern	modified grid	grid
Block Length	400 to 1200 feet	varied, 1200 feet max
Street Character	walkable streets with sidewalks on at least one side	walkable streets with sidewalks on both sides, inclusion of bicycle facilities, and higher connectivity oriented toward downtown
Parking	off-street driveways and personal garages	parking to side or rear of units, some on-street parking
Residential Density	3 to 5 units per acre	3 to 8 units per acre with additional for accessory dwelling units

MILL VILLAGE

Character Intent

The historic Mill Village contains smaller size homes that were originally designed in the early 1900s to serve mill workers that worked and lived in the community. A traditional street grid frames the blocks and homes within this area. The Mill Village will retain the scale of its homes and blocks. It will preserve notable examples of the unique mill house building form and ensure new construction or renovation has a similar character. Modest additions to buildings or accessory development units may be appropriate to modernize homes in the district, but the overall scale and character should be maintained.

Pattern

Existing

Future

Form

Opportunities

- Renovation and modernization of existing mill houses
- Increased connectivity through sidewalks and improved quality of the pedestrian and cycling environment
- Better connectivity across major streets and railways in coordination with other transportation or utility projects
- Maintain mature tree canopy as possible when redeveloping individual sites

Primary Uses

- Single family (detached)

Secondary Uses

- Accessory dwelling units
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)
- Commercial at edges of the area adjacent to other commercial development

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Mill Village** future character and land use area follows the **Residential** section of the street priority matrix and multimodal facility guidelines. (See page 108)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 2 stories	1 to 2 stories
Front Setback	10 to 15 feet	10 to 15 feet
Street Pattern	grid	grid
Block Length	225 to 500 feet	225 to 500 feet
Street Character	narrow streets with sidewalks on up to one side of the street	narrow streets with provisions for bicycle-pedestrian facilities where space permits
Parking	on-street and short driveways, no attached enclosed garages	on-street and short driveways, enclosed parking only when matching neighborhood character
Residential Density	5 units per acre	5 to 7 units per acre, including ADUs

NEIGHBORHOOD RESIDENTIAL

Character Intent

Neighborhood Residential includes newer master planned residential neighborhoods built since the 1960s that are supported by proximate neighborhood centers. Neighborhoods should be inter-connected and are encouraged to be developed as mixed-use villages with the greatest mix and intensity of uses set apart from lower intensity areas. The intent is for the area to provide traditional blocks, urban villages, clustering, and well connected subdivisions. Streets are intended to accommodate pedestrians and cyclists. Neighborhood-scale commercial uses such as small offices, services, or stores may be allowed at corners or in neighborhood centers, with more intense community-scale commercial allowed central to those centers.

Pattern

Existing

Future

Form

Opportunities

- Infill development guided by the context of the surrounding neighborhood
- Redevelopment that includes a variety of housing choices designed to fit the neighborhood context
- Accessory dwelling units
- Increase bicycle and pedestrian connections between neighborhoods and adjacent development
- New green spaces and shared use connections that create greater linkages between neighborhoods and preserve the tree canopy and access to nature for residents

Primary Uses

- Single family (detached)
- Townhomes
- Duplexes
- Triplexes
- Quadplexes
- Small scale,low-rise multifamily apartments

Secondary Uses

- Limited neighborhood scale office and retail at the edges of neighborhoods and proximate to major roads
- Neighborhood and community scale commercial and multifamily residential at designated centers
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Neighborhood Residential** future character and land use area follows the **Residential** section of the street priority matrix and multimodal facility guidelines. (See page 108)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 2 stories	1 to 2 stories
Front Setback	20 to 50 feet	0 to 20 feet; consistent within a neighborhood
Street Pattern	curvilinear, cul-de-sacs	grid or modified grid
Block Length	400 to 1400 feet	400 to 1000 feet
Street Character	streets with sidewalks on up to one or both sides of the street	walkable streets with sidewalks on both sides and provisions for bikes
Parking	private driveways, attached enclosed garages	parking to side or rear of home preferred
Residential Density	3 to 6 units per acre	3 to 6 units per acre with additional for accessory dwelling units

PENINSULA RESIDENTIAL

Character Intent

Peninsula Residential is a primarily residential character area intended to continue the single family residential character of lake front and peninsula neighborhoods. These areas have development limitations imposed by water supply watershed protection standards, and from a practical standpoint have some limits to street connectivity based on the shape of the peninsulas. Streets are intended to accommodate pedestrians and cyclists. Neighborhood-scale commercial uses such as small offices, services, or stores may be appropriate at corners of major streets, with more intense community-scale commercial allowed at designated centers.

Pattern

Existing

Future

Form

A majority of developed land within the Peninsula Residential category is within Iredell County's planning and zoning jurisdiction. This Plan assumes these areas will continue to be managed by Iredell County.

Opportunities

• Infill development guided by the context of the surrounding neighborhood
• Increase bicycle and pedestrian connections between neighborhoods and adjacent developments and community facilities, such as schools
• New designated open spaces and passive recreational development

Primary Uses

• Single family (detached)

Secondary Uses

• Limited neighborhood scale office and retail at crossroads
• Neighborhood and community scale commercial and multifamily residential at designated centers
• Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)
• Rural commercial uses

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Peninsula Residential** future character and land use area follows the **Residential** section of the street priority matrix and multimodal facility guidelines. (See page 108)
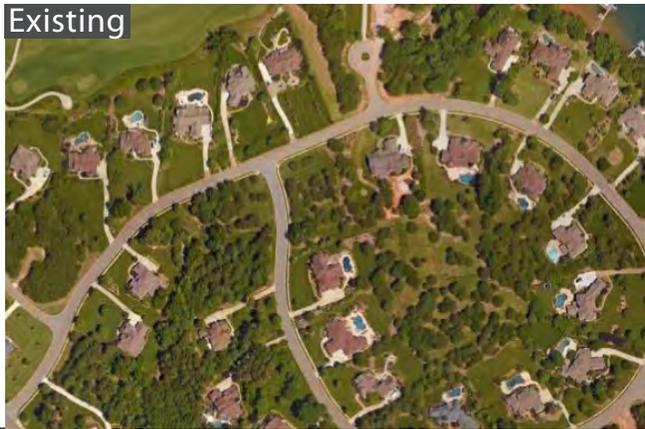
Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 3 stories	1 to 3 stories
Front Setback	40 to 70 feet	40 feet
Street Pattern	curvilinear with cul-de-sacs	curvilinear
Street Character	local streets connecting cul-de-sacs with no pedestrian facilities	where possible, accommodation of pedestrian and bicycle facilities
Parking	private driveways, attached garages	parking to side or rear of unit preferred
Residential Density	1 to 2 per acre	2 per acre

RURAL RESIDENTIAL

Character Intent

Rural residential areas are intended to continue the rural development pattern in the eastern portion of the Mooresville planning area that also provides continued opportunities for agricultural production. These areas have development limits imposed by water supply watershed protection standards. Compact or clustered development may be used to protect environmentally sensitive lands, natural areas, and to create large areas of open space that preserve rural views. Clustering of residential uses is appropriate if health code standards can be met. Small-scale commercial uses such as small offices, local services, or stores may be allowed at rural crossroads, with neighborhood and community-scale commercial allowed at designed centers.

Pattern

Form

Existing

Future

Opportunities

- Clustered subdivisions that permanently protect open space and create new housing opportunities
- Increase bicycle and pedestrian connections along major road corridors and to nearby destinations and local centers

Primary Uses

- Single family (detached)
- Agricultural and rural commercial uses

Secondary Uses

- Neighborhood and community scale commercial at designated centers
- Light commercial and industrial uses at designated centers and possibly located at major road intersections
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Rural Residential** future character and land use area follows the **Residential** section of the street priority matrix and multimodal facility guidelines. (See page 108)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 3 stories	1 to 3 stories
Front Setback	60+ feet	30+ feet
Street Pattern	driveway access from road	modified grid
Street Character	predominantly two-lane roadways with few facilities for cyclists or pedestrians	rural streetscape
Parking	long driveways and attached garages	offstreet parking to side or rear
Open Space	minimal formal open space	connections to shared use path network
Residential Density	1 to 2 per acre	1 to 2 per acre

FUTURE PLANNING AREA / CLUSTER RESIDENTIAL

Character Intent

Cluster residential is envisioned in the future planning area. To create a rational development pattern that maximizes existing infrastructure, supports the market for redevelopment of existing areas, and reduces sprawl as Mooresville continues to grow, these areas are identified as future growth areas that will not be served by public infrastructure within the next 20 years. In the intervening period, clustering of residential uses is appropriate if health code standards can be met and open space is set aside as part of the subdivision. Coordination with Iredell County should continue to manage development within this area. Clustering development is a strategy that may be used throughout the Town, but is the primary preferred development in this area.

Pattern

Existing

Future

Form

Opportunities

- Clustered subdivisions that permanently protect open space and create new housing opportunities
- Increase bicycle and pedestrian connections along major road corridors and to nearby destinations and local centers

Primary Uses

- Single family detached
- Agricultural and rural commercial uses

Secondary Uses

- Neighborhood and community scale commercial at designated centers
- Institutional (religious buildings, Town facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Future Planning Area / Cluster Residential** future character and land use area follows the **Residential** section of the street priority matrix and multimodal facility guidelines. (See page 108)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 3 stories	1 to 3 stories
Front Setback	60+ feet	30+ feet
Street Pattern	driveway access from road	modified grid
Street Character	predominantly two-lane roadways with few facilities for cyclists or pedestrians	rural or neighborhood streetscape
Parking	private driveways, attached garages	offstreet parking to side or rear, possibly on-street parking off main roads
Open Space	minimal formal open space	communal lawns or malls, connections to shared use path network
Residential Density	1 to 2 per acre	2 to 5 per acre (clustered)

DOWNTOWN CENTER

Character Intent

The Downtown Center encompasses the heart of Main Street and adjacent blocks in the Town's traditional and thriving downtown. The center serves as the civic, cultural, and governmental hub for Mooresville. Downtown's strategic location and core infrastructure make this a prime location for redevelopment. Vertically integrated mixed-use buildings reinforce the urban character and connected sidewalks and streets reinforce the area's walkability. Preferred street-level uses are restaurants, retail shops, and walk-in services. The design should be oriented toward pedestrians and help form a lively street life. Buildings should form a continuous frontage along the sidewalk on Main Street. When buildings are taller than their surrounding context, the upper stories should be set back farther from the street to avoid creating a "canyon" that can make a street feel crowded. The area vacated by setting the upper floors back may be usable as balcony or rooftop space. When parking must be accommodated in the Downtown Center, it should function as a "park once and walk" location.

Pattern

Existing

Future

Form

Opportunities

- Redevelopment and adaptive reuse of downtown properties
- Facade and "back" facade improvements to buildings facing downtown streets
- Implementation of the Downtown Master Plan, especially treatments to gateways and creating greater design cohesion across the different character areas in downtown
- Protection of historic resources as properties are redeveloped and revitalized
- Restaurants and shops that help generate a lively street life

Primary Uses

- Commercial retail
- Office

Secondary Uses

- Upper story multi-family units
- Single family (detached)
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Downtown Center** future character and land use area follows the **Downtown** section of the street priority matrix and multimodal facility guidelines. (See page 107)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 4 stories	2 to 5 stories
Front Setback	0 to 20 feet	0 to 20 feet
Street Pattern	grid	grid
Block Length	600 to 1000 feet	400-800 feet
Street Character	urban, walkable	urban, walkable
Parking	behind buildings, on-street	on-street, rear or side parking
Residential Density	1 to 12 units/acre	Flexible in accordance with form and design guidelines extending as high as 40 units per acre

DOWNTOWN EDGE

Character Intent

The Downtown Edge Area is a continuation of the Downtown Center block structure beyond the Town's center. It is presently a combination of commercial and residential that lacks design cohesion. As it redevelops, the Downtown Edge area should continue the building types of the Downtown Center and other street-oriented multifamily residences that are designed to front streets and move parking to the rear or side of buildings. The area should be considered a prime location for expanding residential access to the Downtown Core using urban design best practices to reinforce the walkable and compact nature of developments in this area. When buildings are taller than their surrounding context, the upper stories should be set back farther from the street to avoid creating a "canyon" that can make a street feel crowded. This character area may be appropriate to expand to the east of the Downtown Center character area along North Main Street.

The historic Mooresville Cotton Mill has been developed as a mixed-use retail, wholesale, office, and restaurant space in this character area. It is intended that this creative use be encouraged to continue to thrive and that other large historic buildings that may be in the area be afforded the tools for creative revitalization and adaptive reuse efforts, while preserving the historic character and design of buildings.

Pattern

Existing

Future

Form

Opportunities

- Redevelopment and adaptive reuse of downtown properties
- Facade and "back" facade improvements to buildings facing streets
- Incorporation of mixed use buildings with retail or office on ground floor and residential on upper floors
- Implementation of the Downtown Master Plan, especially treatments to gateways and creating greater design cohesion across the different character areas in downtown
- Protection of historic resources as properties are redeveloped and revitalized

Primary Uses

- Commercial retail
- Office
- Upper story multi-family units

Secondary Uses

- Townhomes
- Small scale, low-rise multifamily apartments
- Single family (detached)
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Downtown Edge** future character and land use area follows the **Downtown** section of the street priority matrix and multimodal facility guidelines. (See page 107)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 2 stories	1 to 3 stories (with step back)
Front Setback	20 to 40 feet	0 to 20 feet
Street Pattern	grid	grid
Block Length	600 to 1000 feet	400 to 800 feet
Street Character	narrow streets with sidewalks on up to one side of the street	urban, walkable
Parking	parking in front, side or rear	on-street parking, rear or side parking
Residential Density	2 to 4 units per acre	4 to 16 units per acre

MIXED USE DESTINATION

Character Intent

The Mixed Use Destination area supports large-scale mixed-use and retail centers, hospitality, services, recreation, employment and institutional facilities. This area is located in a large node with direct access to I-77. This area is currently designed as an auto-oriented regional retail center. As this area redevelops, it can serve as the location for the higher intensity multi-family housing in vertically integrated mixed use facilities that also incorporate public spaces. Principle commercial uses should include restaurants, cafes, destination shopping, and personal services. Large scale "big box" should be designed as part of mixed use and walkable developments serving as shopping anchors in live-work-play environments. Development may occur on large parcels or an assembly of parcels, but internal circulation, connection to public streets, and connection to adjacent properties should be a design priority. Prime major street frontage locations should be reserved for commercial uses where the visibility is valuable.

Pattern

Existing

Future

Form

Opportunities

- Infill and connecting developments between existing commercial spaces
- Redevelopment using compact, walkable urban designs
- Incorporation of new public spaces that create connections between spaces
- Well-defined and interconnected street and pedestrian network that creates a grid-like network to frame development
- Master planning of larger mixed-use developments that can support transit-oriented development

Primary Uses

- Commercial/retail (first floor)
- Multi-story office
- Multi-family apartments and condominiums (upper floors)

Secondary Uses

- Townhomes
- Quadplex
- Triplex
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Mixed Use Destination** future character and land use area follows the **Mixed Use** section of the street priority matrix and multimodal facility guidelines. (See page 106)
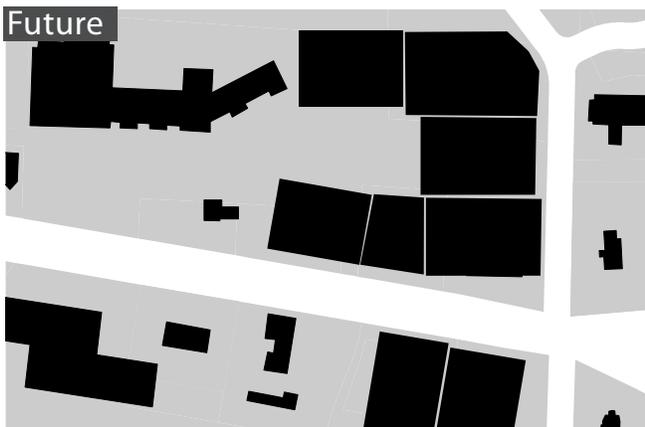
Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 3 stories	2 to 5 stories
Front Setback	0 to 30 feet	0 to 30 feet, with opportunities for zero-lot line or small setbacks on streets other than NC 150 when paired with pedestrian friendly streetscape
Street Pattern	curvilinear	grid, modified-grid
Block Length	400 to 800 feet	300-350 feet
Street Character	predominantly four-lane roads with few facilities for cyclists or pedestrians	development oriented parallel to the corridors with sidewalks and safe access for bicyclists
Parking	front, rear, side surface parking	structured parking, or on-street off main road
Residential Density	n/a	8 to 30 dwelling units per acre

MIXED USE CORRIDOR

Character Intent

The Mixed Use Corridor planning areas include land along major roadways that are natural extensions of the Mixed Use Destination area, or areas between major intersections and important community nodes. Much of this area is currently small shopping centers, automobile services, offices, retail stores, and in some cases hospitality or separate multifamily developments. The intent is for this character area to allow a mix of retail, office, commercial, and multifamily development, either vertically or horizontally mixed. In cases where commercial or residential is developed outside of a cohesive mixed use development, architectural or land use transitions or natural buffers should be incorporated to ensure the development would be compatible with adjacent developments. Multifamily residential in particular may be appropriate fronting streets with pedestrian amenities, but should be set back from commuter corridors with heavy automobile traffic. When tall buildings are near neighborhood context with lower height, the height of new development should be lower or "step down" to the existing neighborhood.

Pattern

Existing

Future

Form

Opportunities

- Redevelopment of strip commercial centers with a mix of commercial and multifamily residential uses in a compact and walkable format
- Align frontages of building facades, bring buildings up to the street, and place parking at the side or rear of buildings
- Provide a mix of residential uses within proximate access to designated centers and destinations that can be supported by future transit service

Primary Uses

- Mixed use (vertical or horizontal)
- Commercial retail
- Office / medical office
- Multifamily (condominiums, apartments on upper stories)

Secondary Uses

- Offices in converted residences
- Hospitality (hotels)
- Townhomes
- Small scale, low-rise multifamily apartments
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Mixed Use Corridor** future character and land use area follows the **Mixed Use** section of the street priority matrix and multimodal facility guidelines. (See page 106)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1-3 Stories	2-4 stories (with step back)
Front Setback	20 to 100 feet	15 to 40 feet
Street Pattern	curvilinear	linear, grid
Block Length	600 to 2400 feet	400 to 600 feet
Street Character	predominantly two-lane roadways with few facilities for cyclists or pedestrians	development oriented parallel to the corridors with sidewalks and safe access for bicyclists
Parking	on-street - front, rear, side	on-street parking in side or rear preferred; some structured parking
Residential Density	2 to 4 units per acre	4 to 16 units per acre

EMPLOYMENT CENTER

Character Intent

Employment Center is intended to support various types of employment uses including offices, light production facilities, business incubators and "maker spaces," hotels, conference centers, along with supporting retail, restaurants, and services. Commercial producers of retail goods, and especially food and drinks, are encouraged to have public-facing shops, test-kitchens, or tour spaces. Some multifamily residential is appropriate to provide local workforce housing that is integrated into the site plan or campus and connected to area amenities. Public spaces and walkways should be integrated into larger developments. Warehousing and building trade showrooms are appropriate when configured away from residences. The intent is for the area to have increased connectivity, and better pedestrian and bicycle facilities. Commercial headquarters and corporate campuses should be master planned and should include public spaces, pedestrian or bicycle paths, and commercial centers.

Pattern

Existing

Future

Form

Opportunities

- Infill development for smaller scale start-ups and new businesses establishing in Mooresville
- Addition of landscaping and greenscapes on the frontages of developments
- New sidewalks and pedestrian access between developments and along street frontages
- Restaurants and convenience commercial to support the workers located at businesses in this area

Primary Uses

- Office
- Light production facility
- Business incubator
- Warehousing

Secondary Uses

- Restaurants
- Commercial retail
- Multifamily workforce housing integrated with other development types
- Work/live spaces
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Employment Center** future character and land use area follows the **Employment** section of the street priority matrix and multimodal facility guidelines. (See page 109)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 2 stories	1 to 8 stories
Front Setback	20 to 100 feet	5 to 40 feet
Street Pattern	curvilinear	curvilinear, modified grid
Block Length	800 to 2400 feet	800 to 1600 feet
Street Character	predominantly two-lane roadways with few facilities for cyclists or pedestrians	enhanced network that accommodates service vehicles and non-vehicular modes of travel
Parking	larger lots on front or side	side or rear of building
Residential Density	n/a	4 to 16 units per acre

FLEX INDUSTRIAL

Character Intent

Flex industrial areas include existing and future industrial business parks and individual establishments that include heavy manufacturing, warehousing and distribution, research and development facilities, and other flexible industrial uses. These business parks were originally designed to separate heavy industrial uses from commercial and residential uses. As industrial businesses evolve from heavy manufacturing to research and technology, good planning suggests that these are appropriate areas to provide restaurants and service retail needs of workers in these parks. Designs of new businesses should include pedestrian facilities and landscaping and buffers to enhance the visual quality along road corridors.

Pattern

Existing

Future

Form

Opportunities

- Infill development of new flex industrial businesses establishing in Mooresville
- Addition of landscaping and greenscapes on the frontages of developments
- New sidewalks and pedestrian access between developments
- Restaurants and convenience commercial to support the workers located at businesses in this area

Primary Uses

- Research and development
- Manufacturing
- Warehousing and distribution
- Office
- Heavy commercial

Secondary Uses

- Restaurants
- Commercial retail
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)
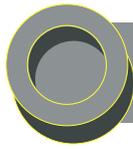
Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Flex Industrial** future character and land use area follows the **Employment** section of the street priority matrix and multimodal facility guidelines. (See page 109)

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 3 stories	1 to 4 stories
Front Setback	20 to 100 feet	10 to 40 feet
Street Pattern	curvilinear	curvilinear, modified grid
Block Length	1000 to 2400 feet	800 to 1600 feet
Street Character	large two-lane roadways with few facilities for cyclists or pedestrians	enhanced network that accommodates freight vehicles and non-vehicular modes of travel
Parking	larger lots on front or side	side or rear of building
Residential Density	n/a	n/a

VILLAGE CENTER

Character Intent

Village Centers are community destinations that include an integrated mix of commercial (shopping, restaurants, services) office, hospitality, and residential uses, arranged in a walkable pattern and of a scale to serve the broader community. Village Centers occur along major roads, at major intersections, and in proximity to interstate exits within or between character areas. A Village Center serves as a destination for the community, and individual specialized retail or restaurant tenants may attract customers from the region. Village Centers should be scaled to address the surrounding development context, and at a minimum should include architectural transitions and possibly natural buffers to mitigate impacts on adjacent developments. Connectivity to proximate neighborhoods and developments is preferred.

Pattern

Existing

Future

Form

Opportunities

- Development or redevelopment at key nodes
- Strip center conversion into compact, walkable centers
- Improved multimodal connections to surrounding areas
- Restaurants and retail to support the community

Primary Uses

- Commercial/retail (first floor)
- Multi-story office
- Multi-family apartments and condominiums (upper floors)

Secondary Uses

- Townhomes
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Village Center** should be similar to the surrounding future character and land use areas but accommodate additional use by all travel modes.

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 5 stories	2 to 5 stories
Front Setback	20 to 100 feet	10 to 40 feet
Street Pattern	curvilinear	curvilinear, modified grid
Block Length	varied	400 to 1000 feet
Street Character	varied	development oriented parallel to major roads with sidewalks and safe access for bicyclists
Parking	larger lots on front or side	side or rear of building
Residential Density	n/a	8 to 30 units per acre

NEIGHBORHOOD CENTER

Character Intent

Neighborhood Centers are neighborhood serving commercial areas that host grocery or convenience stores, daily services, small professional offices or restaurants at locations along main roads proximate to residential neighborhoods. They also may include mixed use elements such as townhomes or small-scale apartments. Mixing uses is appropriate. Commercial uses should be scaled to serve surrounding neighborhoods. Pedestrian and bicycle connections to surrounding neighborhoods are appropriate. When buildings are taller than their surrounding context, the upper stories should be set back farther from the street.

Pattern

Existing

Future

Form

Opportunities

- Development or redevelopment at key nodes
- Commercial centers and mixed use anchored by grocery and convenience stores
- Improved multimodal connections to surrounding areas
- Restaurants and Retail to support adjacent neighborhoods

Primary Uses

- Neighborhood-scale commercial, including grocery stores and convenience stores
- Daily services
- Restaurants

Secondary Uses

- Professional offices
- Multi-family residential as a part of mixed use
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Neighborhood Center** should be similar to the surrounding future character and land use areas but accommodate additional use by all travel modes.

Form Characteristics

Characteristic	Existing	Desired
Building Height	1 to 2 stories	1 to 2 stories, or up to 4 stories as a part of vertical mixed use with step backs
Front Setback	20 to 100 feet	10 to 40 feet
Street Pattern	curvilinear	curvilinear, modified grid
Block Length	varied	400 to 600 feet
Street Character	varied	enhanced network that accommodates freight vehicles and non-vehicular modes of travel
Parking	larger lots on front or side	side or rear of building
Residential Density	n/a	4 to 16 units per acre

LEGACY AREA PLANS

Application of Area Plans

Over the course of the last two decades, the Town of Mooresville has developed numerous small area plans that include area specific land use and design policies to guide development and redevelopment. The development of this comprehensive plan included an assessment of each of these plan policies and action items for their continued relevancy and their geographic application. Policies and actions that are appropriately applied to all areas of the community have been incorporated in the Guidance for Decisions sections of the plan. Those that are more appropriately applied to specific geographies are noted in this section. The geographies or areas are divided into reference plan areas and active plan areas. Relevant policies from reference plan areas are listed in this section. Active plan areas are the subject of separately maintained guidance documents that predate the OneMooresville Plan (including any subsequent amendments) and are incorporated here by reference.

The map on the next page displays the study area for each area plan. The policies following the map and in the active small area plans are applied within these geographic areas. When reviewing new plans within these areas, Town planners should consider and include in staff reports how a project will address the policies of both types of legacy area plans that are applicable.
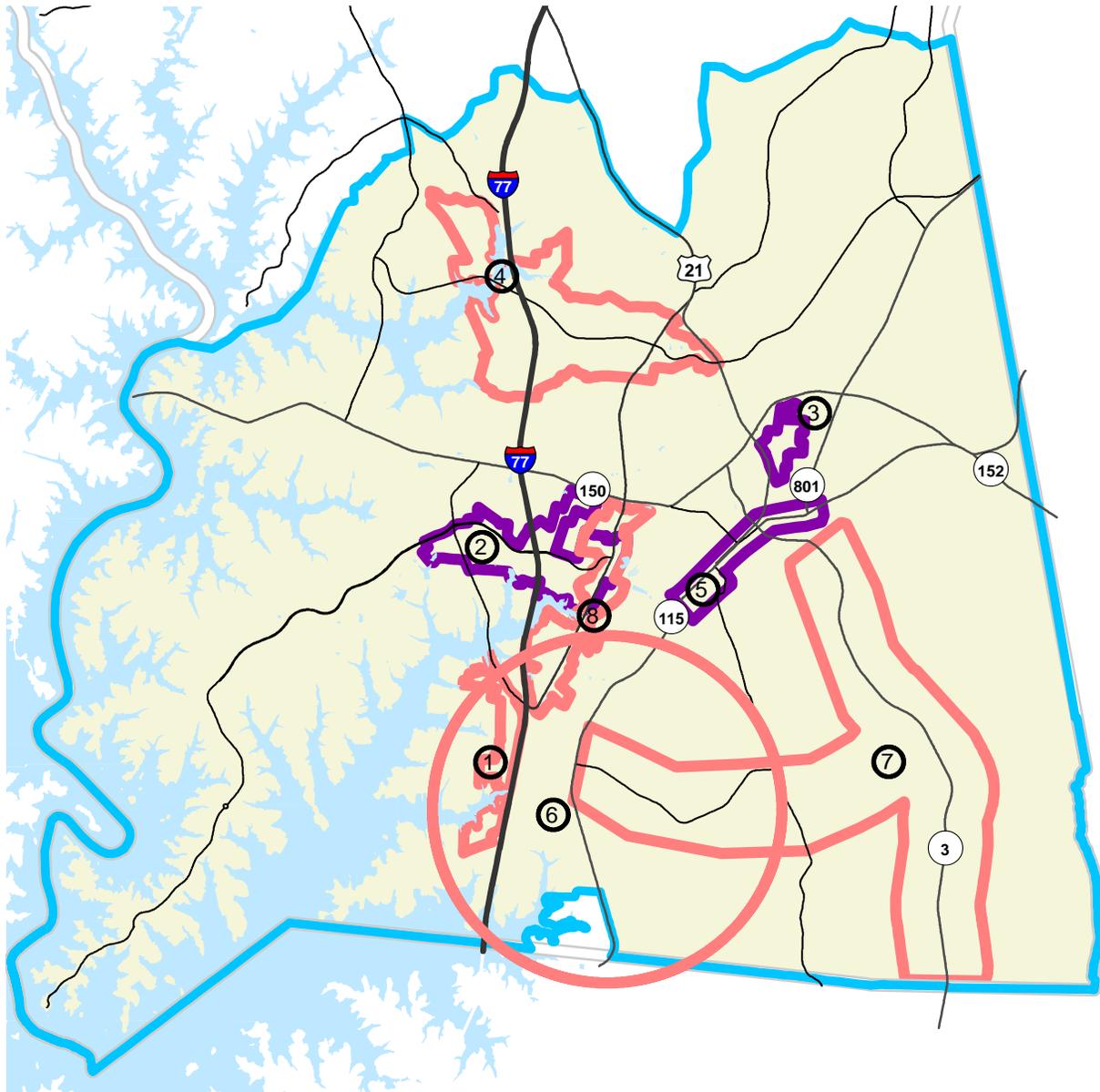
Reference Plan Areas

- Alcove Road Corridor Small Area Plan

- Cornelius Road Small Area Plan

- Mount Mourne Master Plan

- NC3 Corridor Study

- US-21 Corridor Small Area Plan

Active Plan Areas

- Brawley School Road Small Area Plan

- Cascade Redevelopment Plan

- Downtown Master Plan

LEGACY PLANNING AREAS MAP

LEGEND

- ▭ Planning Area
- ▭ Iredell County
- ▭ Lake Norman
- ▭ Reference Plans
- ▭ Active Plans

Legacy Planning Areas

1. Alcove Road
2. Brawley School Road
3. Cascade Redevelopment Plan
4. Cornelius Road
5. Downtown
6. Mount Mourne*
7. NC-3
8. US Highway-21

* Mount Mourne and South Iredell Master Plan uses a generalized study area

0 0.5 1   2 Miles

N

Alcove Road Corridor

The study area covers approximately 400 acres on the Alcove Road corridor from the northwest quadrant of Exit 31 at Langtree Road to the southwest quadrant of Exit 33 at Williamson Road. The following policies are relevant in the area:

- Encourage connectivity and shared access points within and across developments.

- Utilize the Alcove Road Corridor small area plan to encourage the development of uses that transition in both scale and use intensity from established residential uses. This is particularly appropriate for any undeveloped parcels anywhere in the study area where infrastructure and services exist, or can easily be provided.

- Ensure a land use pattern and form of development that avoids the appearance of "strip commercial."

- Encourage a development form on larger parcels that orients uses/buildings, toward streets and internal driveways designed to resemble streets, with pedestrian routes and parks internal to the site. Give priority to pedestrian connectivity and accessibility to buildings. Discourage single site, freestanding uses that are oriented to automobile users.

- Larger, destination oriented retail uses should be prohibited on the corridor.

- Support rezoning requests for office and employment center development consistent with the plan.

- Retail uses outside of designated activity centers should support surrounding residential communities.

- Large or multiple tracts should be master planned to create a unified development plan.

Cornelius Road

The plan was approved in April 2009 and amended in April 2011. The Cornelius Road study area covers approximately 1,700 acres along the corridor from Lake Norman to US 21. A majority of the study area is presently located within the Iredell County jurisdiction. The following policies are relevant in the area:

- Consider limiting the residential uses along the parks edge near Cornelius Road. Maximize park frontage by encouraging the park to border directly on Cornelius Road.

- Maximize the proposed park and recreation site to its fullest potential for active and passive recreation activities.

- Promote additional employment along the corridor.

- Support rezoning requests for higher density development consistent with the plan.

- Encourage small lot residential development and attached (ex: townhome) residential in appropriate locations such as areas designated on the plan for single-family attached residential.

- Direct commercial and employment uses toward activity centers by supporting zoning requests that place these uses within designated activity.

Mount Mourne

The Mount Mourne study area includes the southwest portion of the Mooresville Planning Area, along Lake Norman and I-77. The Mount Mourne & South Iredell Master Plan was published in October 2006. The following policies are relevant in the area:

- Create a vehicular circulation network that allows multiple points of access from all directions, and is simple, straightforward and easily understandable, and accommodates the circular movements required for picking up and dropping off passengers.

- Define a land use strategy that balances economic development with conservation and growth management.

- Encourage residential infill development and redevelopment to revitalize existing neighborhoods. An increased housing density and the addition of new street connections and sidewalks are important to the long-term success of the village center and transit station.

- New high density mixed-use development is proposed for the area around and between the Lowe's Companies campus and the Lake Norman Regional Medical Center. This plan envisions continuing expansion and densification of the existing employment center.

- Potential opportunity to develop three or more public parks that address community needs for active and passive recreation plus lake access, each connected to the other by walking/biking trails exceeding four miles in length.

- Develop a mixture of retail, office, hotel, and residential uses at a density that would make construction of parking decks economically feasible to avoid the creation of large surface parking lots.

- Develop conceptual designs for key areas of development.

NC3 Corridor Study

The NC 3 study area extends from Center Avenue near downtown Mooresville to the Kannapolis Parkway. After a collaborative effort between the City of Kannapolis, Iredell County and the Town of Mooresville, the plan was finalized in June 2009. The following policies are relevant in the area:

- Promote well-connected, visually attractive and pedestrian friendly residential neighborhoods along the Connector.

- Encourage single family residential development and attached (ex: townhome) residential in appropriate locations designated on the plan as an effective use transition from the established existing single-family residential pattern of development.

- Promote well-connected, visually attractive and pedestrian friendly residential neighborhoods

  along the Connector.

US 21 Corridor Study

US 21 is an important roadway for the Town of Mooresville that serves as a gateway from I-77. The study area covers 600.5 acres along a 2.6 mile segment of U.S. 21 from Exit 33 interchange with I-77 north to NC Hwy 150. Approximately 60% of the study area is within the Town corporate limits with the remaining 40% of the study area within the Town's ETJ. The following policies are relevant in the area:

- Develop proposed linear parks to connect directly to Brawley School Road frontage to give park land a prominent identity along the corridor.

- Redevelop mini-storage and automotive sales lots. This section of the corridor is conducive to neighborhood services. Large mini-storage facilities and automotive sales lots are more regional in nature and character.

- Community/neighborhood-oriented service uses should be allowed such as pharmacy, grocery, restaurant, day care, hardware, banking services, medical office, dry-cleaners, etc.

- Support rezoning of the property for multifamily or a corporate campus. This property has both frontage conditions along Waterlynn Road and Lake Norman. Because of its proximity to I-77, this property is less likely to be considered for a single family detached residential development; however, may be conducive to support corporate headquarters, office, and multi-family development or a mix of such uses.

- Larger scale office and retail development should be clustered around the node at the intersections of US 21 and Brawley School Road/Wilson.

- Neighborhood-scale development should be clustered around the intersection of US 21 and

Waterline Road, and generally in the segment of US 21 north of Wilson Avenue.

- Consider a new overlay district for the study area: The Cornelius Road Small Area Plan Corridor Overlay.

- "Big Box" highway-oriented retail uses generally associated with the NC 150 corridor Activity Center as identified in the Town of Mooresville Comprehensive Land Use Plan should be prohibited within the study area.

- Transition existing single family detached residential into office and service uses.

- With the exception of undeveloped parcels located near Wilson Avenue there are no more large tracts of land that could support multi-family residential development. It is recommended that the Town not support additional rezoning request for medium to high density residential along this section of U.S. 21.

- Redevelopment within this section of the corridor should use the shopfront, workplace, and commercial/retail building forms and should not exceed 45,000 sq. ft.

- Enforce landscape standards that provide an adequate buffer along the existing I-77 corridor (Mooresville Zoning Ordinance Chapter 7 Landscaping and Open Space). Review and update the landscape standards to encourage the 50-foot perimeter buffer as measured from the edge of right-of-way remains undisturbed (i.e., limit clearing) or preserved to an adequate standard.

- Uses that should be prohibited - large or medium sized, destination oriented retail uses; free standing fast food restaurants with drive-through uses, automotive sales and services. This does

not exclude such uses as pharmacies or grocery stores that deliver services to the surrounding communities and neighborhoods.

- A minimum non-residential building height of two stories.

- Direct commercial and employment uses toward activity centers by supporting zoning requests that place these uses within designated activity centers.

GUIDANCE FOR DECISIONS

This section contains intended outcomes of the Plan and policies that support shaping development. Both intended outcomes and policies provide guidance for Town decision-makers and include reference numbers for ease of use.

Intended Outcome 3-1

The Pattern of Development in Mooresville Will Result in Quality Placemaking, Reinforce Existing Strong Places, and Better Connect the Community

Development patterns are an integral part of the character of the Town. The patterns promoted in this plan should be used to create and nuture strong places that contribute positively to the experience of residents and visitors. The connections between strong places should also reinforce this pattern.

Policy 3-1-1

Guide Development Decisions Using the Future Character and Land Use Map

The Future Character and Land Use map should guide development related decision-making in the Town. New development should be consistent with the map and the character areas.

Policy 3-1-2

Guide Design to Achieve the Desired Character Areas

Zoning regulations and development standards and incentives should reflect the desired form and pattern of the character areas while maintaining design flexibility for new innovative designs and redevelopment considerations.

Policy 3-1-3

Ensure Compatibility Between and Within Character Areas

New development and redevelopment should use designs that create a balance between reflecting the surrounding context and upholding the intent of the character areas. In situations where the existing character is counter to the intent of the character areas, it is recommended that the character area guidance should be prioritized.

Policy 3-1-4

Retain Existing Land Use Plans as Guiding Documents

The following "reference plans" should be considered incorporated into this plan (Legacy Plans section). Review of the independent documents may be useful to decision makers as historic guidance and context:

- Alcove Road Corridor Small Area Plan
- Cornelius Road Small Area Plan
- Mount Mourne Master Plan
- NC3 Corridor Study
- US-21 Corridor Small Area Plan

The following plans should be considered still actively in use, or "active plans." These planning documnets are maintained and updated separately. Review of the independent documents is strongly recommended to decision makers:

- Brawley School Road Small Area Plan
- Cascade Redevelopment Plan
- Downtown Master Plan

Policy 3-1-5

Encourage Development to Include Internal Connectivity

Development should orient buildings toward streets as well as internal driveways that resemble streets within larger parcels, include pedestrian and cycling routes, and include park or natural space. Emphasize interconnectivity of uses and spaces and discourage single-site, auto-oriented, freestanding buildings to the degree possible for particular uses.

Policy 3-1-6

Promote Street-Oriented Design

Buildings should be sited to engage the street of their address to make it possible for strong pedestrian corridors to develop.

Policy 3-1-7

Limit the Primacy of Parking on Development Sites

Encourage parking to the side or rear of buildings so they can connect better to the street. Where large parking lots are needed, consider requirements to break up larger parking lots to facilitate better safety for pedestrians, and enhanced landscaping standards to limit the impact of the parking. Refining parking standards based on character areas or, if aligned, zoning districts, is consistent with this policy.

Policy 3-1-8

Use Signage to Contribute Positively to the Character of an Area

Signs are designed to be visible. As such they can have an outsized impact on the character of an area. Within the bounds of legal regulation, the form and style of signage will match and contribute to a cohesive design character for new developments.

Policy 3-1-9

Coordinate Land Use and Transportation Planning

Land use and transportation should be coordinated to complement each other using the street types defined for each character area and the guidance for design of these streets. The character of roadways and adjacent public facilities in the public rights-of-way should complement the surrounding built environment character.

Intended Outcome 3-2

Mooresville Will Retain Strong Ties to the Physical Elements of its History

Protection of physical elements should help preserve connections to the Town's rich history. This history should be considered a valuable heirloom to steward for the continued instruction and enjoyment of Town residents.

Policy 3-2-1

Mooresville's Cultural and Scenic Character will be Preserved

Historic structures, landmarks, sites, and their settings preserve Mooresville's distinctive character and warrant consideration as development and redevelopment pressures rise. An opt-in program to list or protect such places on an individual level or a plan to connect and preserve a network of such places are ways of pursuing this policy. Protections for historic mills, mill village housing, traditional scenic corridors, neighborhood institutions, and cemeteries are consistent with this policy.

Intended Outcome 3-3

Infill and Redevelopment Strategies Will Remediate and Revitalize Aging Investments

To maximize return on public investments and to foster cohesive placemaking efforts, the Town should support efforts to develop infill areas and redevelop and enhance aging developments.

Policy 3-3-1

Support Reinvestment in Underutilized Centers

Facilitate the redevelopment and revitalization of the Town's aging, blighted, and vacant activity centers. Revitalization of these centers can have a positive impact on community character and surrounding property values. Redevelopment and adaptive reuse of buildings located along activity corridors is encouraged and can be made easier through flexible design regulations that facilitate redevelopment. New infill development is encouraged on existing commercial sites.

LINKAGE TO VISION & VALUES

The outcomes and policies in the Shaping Development chapter support the Town's overall vision and values through directing the intent and vision for the character and land use of areas within Mooresville to foster strong places. This future character incorporates the variety of patterns that collectively make up OneMooresville.
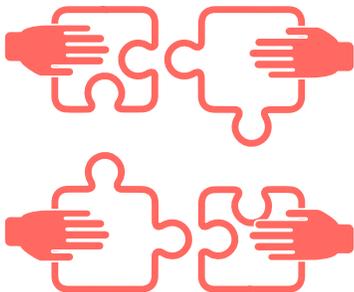
Enduring

The Future Character and Land Use of Mooresville will build on existing strong places and serve as a foundation for ensuring new development helps reinforce area character.

Connected

Connectivity to surrounding areas will be an important facet of the defined character areas within the Town. Care will be taken in ensuring a logical flow between character areas.

Inclusive

The character of areas in Mooresville will be inclusive of different building scales and development types to provide space for a wide range of preferred living situations attainable to the local workforce.

Innovative

Mooresville's vision and intent for the character of areas will be flexible enough to incorporate the latest formats of development including mixed use, and future formats that may arise.

CHAPTER four

Connecting People and Places

Chapter 4 focuses on mobility and transportation in Mooresville. The Town is uniquely positioned to leverage its proximity to I-77, Lake Norman, and developing areas to the south and east to create a more- successful transportation network in the future. As Mooresville looks to the future, the focus shifts to improving mobility by creating more transportation choices and fostering regional connectivity. This effort is critically linked to land use decisions outlined throughout the plan.

Find Inside:

The Mooresville Mobility Strategy

Strategic Corridors

Transportation Network

Street Design

COMMUNITY ISSUES AND KEY INFLUENCES

Transportation Master Plan

In 2007, the Town of Mooresville developed a Comprehensive Transportation Plan (CTP) to help guide future decision making for the transportation system of the Town. The document was later amended in 2012. This chapter acts as the update to that effort, providing an updated vision for transportation in Mooresville that is consistent with the goals and vision of the OneMooresville Comprehensive Plan. The 2007 CTP is a standalone document, whereas this update focuses on key recommendations and elements that have changed from the previous CTP and are critical to the future growth of Mooresville.

Ostensibly, this chapter acts as an updated CTP, but will be referred to as a Transportation Master Plan (TMP). The TMP is designed to provide new recommendations that will help guide future decision making for the Town.

Additionally, portions of the 2007 CTP and 2012 Addendum are available in the appendix for more detailed information regarding transportation decision making that may not be covered by this chapter.

A detailed explanation of the existing conditions for transportation and mobility in Mooresville, that provided the foundation for this chapter, can be found in the Appendix: Snapshot Report (2018).

The Mooresville Transportation Master Plan outlines a multimodal approach based on the preferred growth strategy with additional focus on Mooresville's critical corridors for future growth and development.

It is expressed through three main components:

Strategic Corridors
Like the land use focus area, these corridors provide a higher level of detail to address multimodal needs and tie the transportation framework to future growth.

Transportation Networks
The transportation system is made up of a variety of modal networks. These different travel modes are presented as parts of a whole, with their own unique facility and policy recommendations.

Street Design Priority Matrix
This tool is an expression of the street typology. In effect, it provides direction to decision makers based on land use considerations and transportation needs.

Mooresville's Mobility Strategy

Mooresville's transportation system acts as a unique connector in the Charlotte Metropolitan Region. The Town enjoys great access to I-77, bridging the area between the more urban and suburban developments to the south, and the exurban and rural developments to the north. This is a strategic advantage that the Town will continue to leverage moving forward.

In the past, transportation networks have focused primarily on new roadway connections and improvements. Given the suburban nature of Mooresville's existing development, the Town is no different. However, as the community continues to grow and the transportation system reaches maturity, a new emphasis will be placed on creating a more connected community. The TMP is the guide to achieve those goals. Additionally, the community spoke in favor of a balanced transportation system that prioritizes (right):

Connection

Foster internal connectivity while creating and maintaining regional connections that are important for Mooresville's success. This includes connections with new development areas on the perimeter of the Town, surrounding municipalities, and the greater Charlotte Metropolitan Region.

Choice

Increasing transportation choice allows viable alternatives to using a personal vehicle because key destinations are connected by a safe and efficient network of roads, sidewalks, bicycle facilities, shared-use paths, or transit.

Future Development

There is a need to have a transportation network that moves seamlessly through and around existing and future concentrations of development. Furthermore, this will allow for easier movement of people and goods without sacrificing context of place. The 2012 Collector Street Recommendations Map helps to show the established vision and can be found in the appendix.
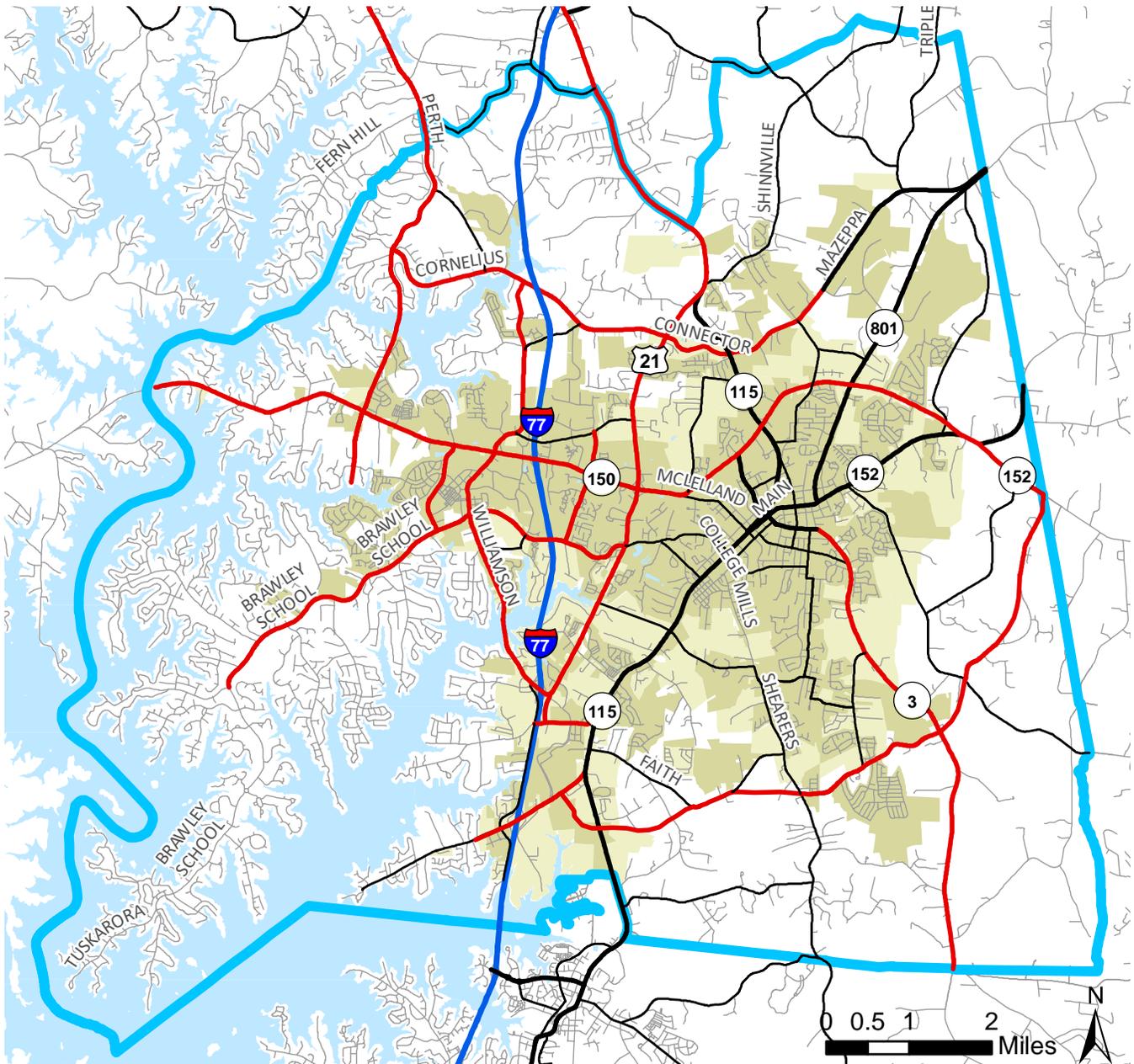

www.google.com

Street Typologies

In the past, streets have been classified by state and federal departments of transportation based on operational characteristics and design elements. The classifications naturally focused on moving vehicles. The result was a network of streets focused on capacity with little consideration of walking and bicycling. The OneMooresville Comprehensive Plan, in response to the community's voice, seeks better balance between functional classification, land use context, and the competition among travel needs. This balance is expressed in a street typology that relates the destinations served by the road (the character expressed in the preferred growth strategy) to how people should travel on the roads (by bike, foot, or motor vehicle). This typology is later translated into a street design matrix that prioritizes a variety of street design elements.

To determine the street type, planners and officials should determine the adjacent land use based on the consolidated community type categories. Is it mixed-use, commercial, residential, or industrial? Then, they should reference the federal functional classification. Once the street type is determined, they should reference the Street Design Priority Matrix.

Descriptions of the different street types in this plan can be found in the table below, and a map of the street types in Mooresville can be found on the adjacent page:

	Freeway/Expressway	Boulevard	Major Thoroughfare	Minor Thoroughfare	Local
Description	Controlled access (full or partial), multi-lane roadway for higher speeds and longer distance travel. More regional than local. Minimal, if any, provisions for bicyclists and pedestrian.	Multi-lane roadway that may include a landscaped center median. Bicycle and pedestrian facilities generally are provided. Because of their higher volumes and travel speeds, they require safe separation between bikes and pedestrians on travelway.	Multi-lane roadway that may include a landscaped center median. Bicycle and pedestrian factilities generally are provided. Provides access and connectivity to local roadway network.	Two-lane thoroughfares that connect important places. May function as a "main" street. On-street parking could be provided, depending on the context of the area. May include center medians. Includes collector streets in the traditional functional classification designation.	Local, slow movement street. Can be urban (including alleys), suburban (including many streets in subdivided neighborhoods), or rural in character. On-street parking would be ideal for most of these streets, depending on the context.
Local Examples	I-77	NC-150	NC-115	Shearers	Waterlynn Road
Typical Section	Multiple Lanes	Multiple Lanes	Urban: Multiple Lanes; Rural: 2	2 Lanes	2 Lanes

Street Typologies

Transportation Network

This section presents an overview and framework plan for all travel modes: Roadway, Bicycle, Pedestrian, Shared-Use Paths, Transit, and Freight. These do not represent systems-level plans but rather offer information vital to the success of multimodal integration and prioritization. The information contained in each sub section identifies recommendations for each travel mode that must be considered as incremental decisions are made. The recommendations help to create a well-coordinated and integrated multimodal strategy for streamlining transportation design and funding processes.

These plans remain freestanding strategies and should be periodically updated to reflect changing circumstances, emerging trends, and best practices. OneMooresville will benefit from these incremental enhancements over time by allowing the plans to inform the decision making process of street design. This section doesn't replace those plans, but reinforces their continued importance.

A programmed projects list can be found in the Appendix: Snapshot Report (2018), and represents a list of programmed projects at the time of the development of that report. These are projects that have dedicated funding sources and are moving forward into implementation. These projects often identify and address the highest priority improvements that are needed.

The future projects shown on the maps on subsequent pages are largely derived from a variety of local and regional planning efforts that include:

Mooresville Comprehensive Transportation Plan

CRTPO Comprehensive Transportation Plan

CRTPO Metropolitan Transportation Plan

CRTPO Transportation Improvement Program

NCDOT State Transportation Improvement Program

Town of Mooresville Small Area Plans

Town of Mooresville Corridor Studies

East-West Connector and North-South Parkway planning efforts

LYNX Red Line planning efforts

Travel modes presented in this chapter include:

Roadway

Bicycle

Pedestrian

Shared-Use Paths

Transit
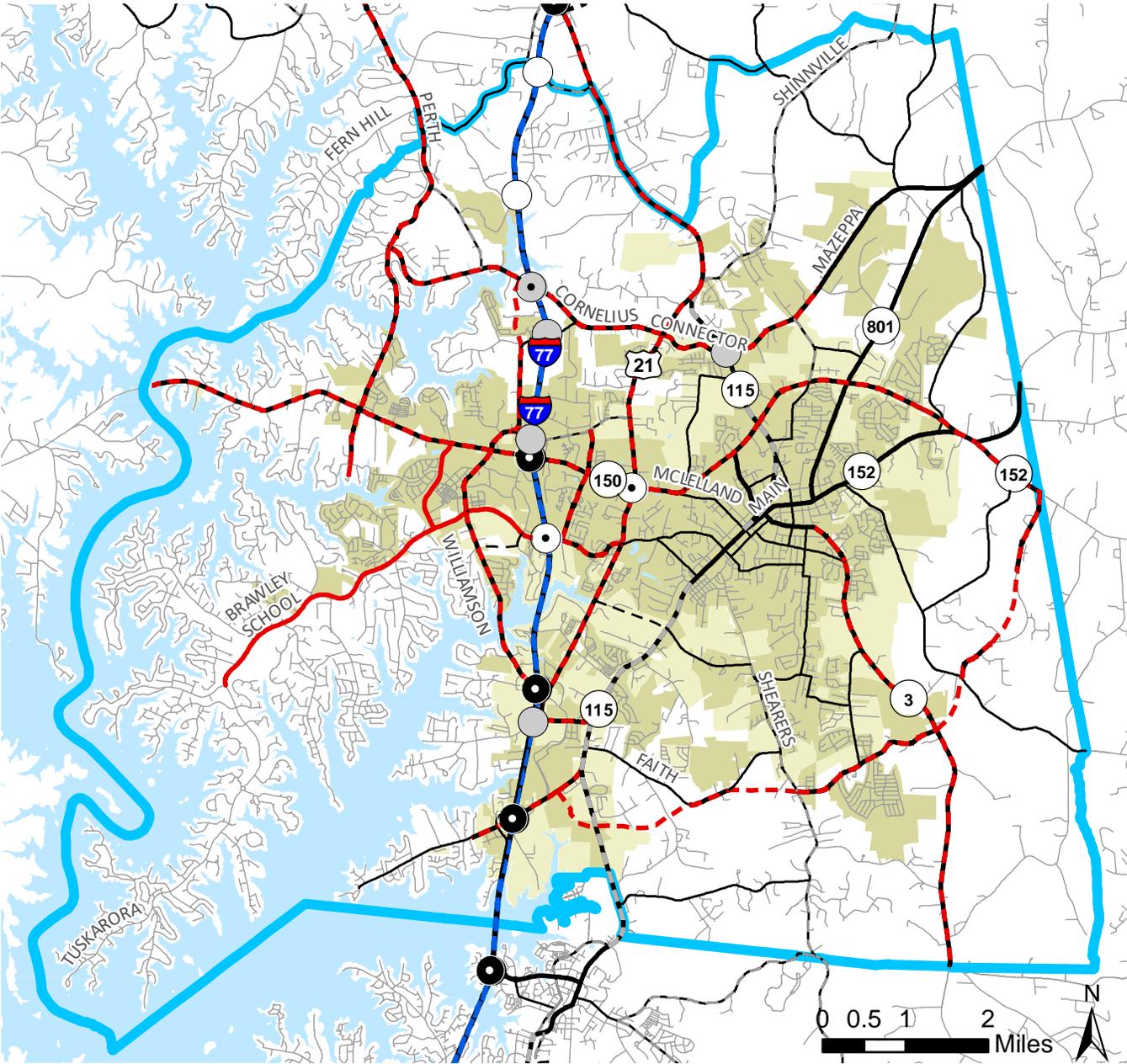
Freight

www.google.com

Roadways

The roadway network in Mooresville is largely developed and focuses on access to two key amenities: I-77, and Downtown Mooresville. As the Town grows, and residential and commercial developments move into areas more on the periphery of the Town, a renewed focus in providing a more efficient transportation system will be explored. Strategic new roadways and facility extensions seek to create more synergy between north-south and east-west movements. Currently there are limited facilities that can directly take a resident or through-traveler from one side of town to the other, whether north-south or east-west. Those few facilities that can offer that access, such as I-77, NC-150, and NC-115 are over capacity during peak periods.

The future roadway projects on the adjacent map are largely derived from previously planned projects from the Mooresville CTP, local small area plans, and other planning efforts from the Town.

The Town of Mooresville is aware the Town of Davidson has included new roads that connect from Presbyterian Road south to E. Rocky River Road, and that extend Grey Road from Shearers Road to Coddle Creek Road in recent transportation plans; and is open to future discussions on regional cooperation.

Highway Map

Legend:

Planning Area
Mooresville Town
Mooresville ETJ
LakeNorman

Interchanges
- Existing Grade Seperation
- Existing Interchange
- Interchange Needs Improvement
- Proposed Grade Seperation
- Proposed Interchange

Highways
- Freeways, Needs Improvement
- Expressways, Needs Improvement
- Boulevards, Existing
- Boulevards, Needs Improvement
- Boulevards, Recommended

- Major Thoroughfares, Existing
- Major Thoroughfares, Needs Improvement
- Major Thoroughfares, Recommended
- Minor Thoroughfares, Existing
- Minor Thoroughfares, Needs Improvement
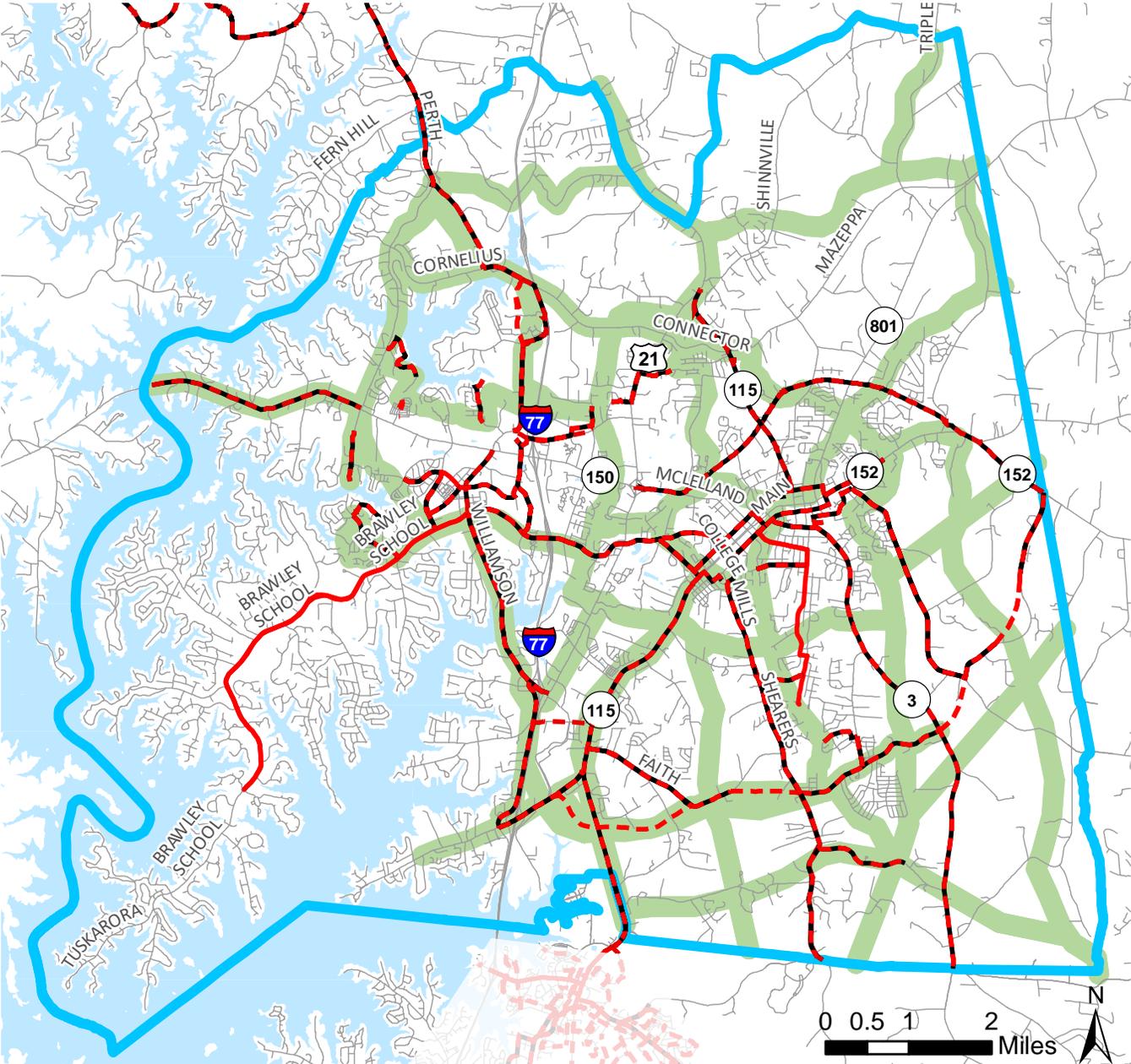- Minor Thoroughfares, Recommended
- Local Streets

Bicycle

Overall, the bicycle system in Mooresville lacks the broad connectivity of a more robust system. The more urban areas of the Town are bike friendly due to low speeds on the roads, but there aren't many dedicated bike facilities in other parts of the Town. One of the goals for OneMooresville is to create a more connected transportation system that provides more choices for users. Expanding and filling in the gaps of the bicycle system will give Mooresville residents more options for travel for recreation and commuting. Furthermore, the I-77 corridor represents a very real barrier for bicycle connectivity in Mooresville. Leveraging new construction opportunities, such as the upcoming Fairview flyover project, is a smart way to add bicycle facilities.

The adjacent map highlights bicycle recommendations for the planning area. Shared-use paths are shown separately to distinguish between a dedicated bike facility, and a facility that allows bikes and walkers simultaneously.

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Bicycle Map

Planning Area

Shared-Use Path, Recommended

Lake Norman

Bicycle

- - - On-Road, Recommended
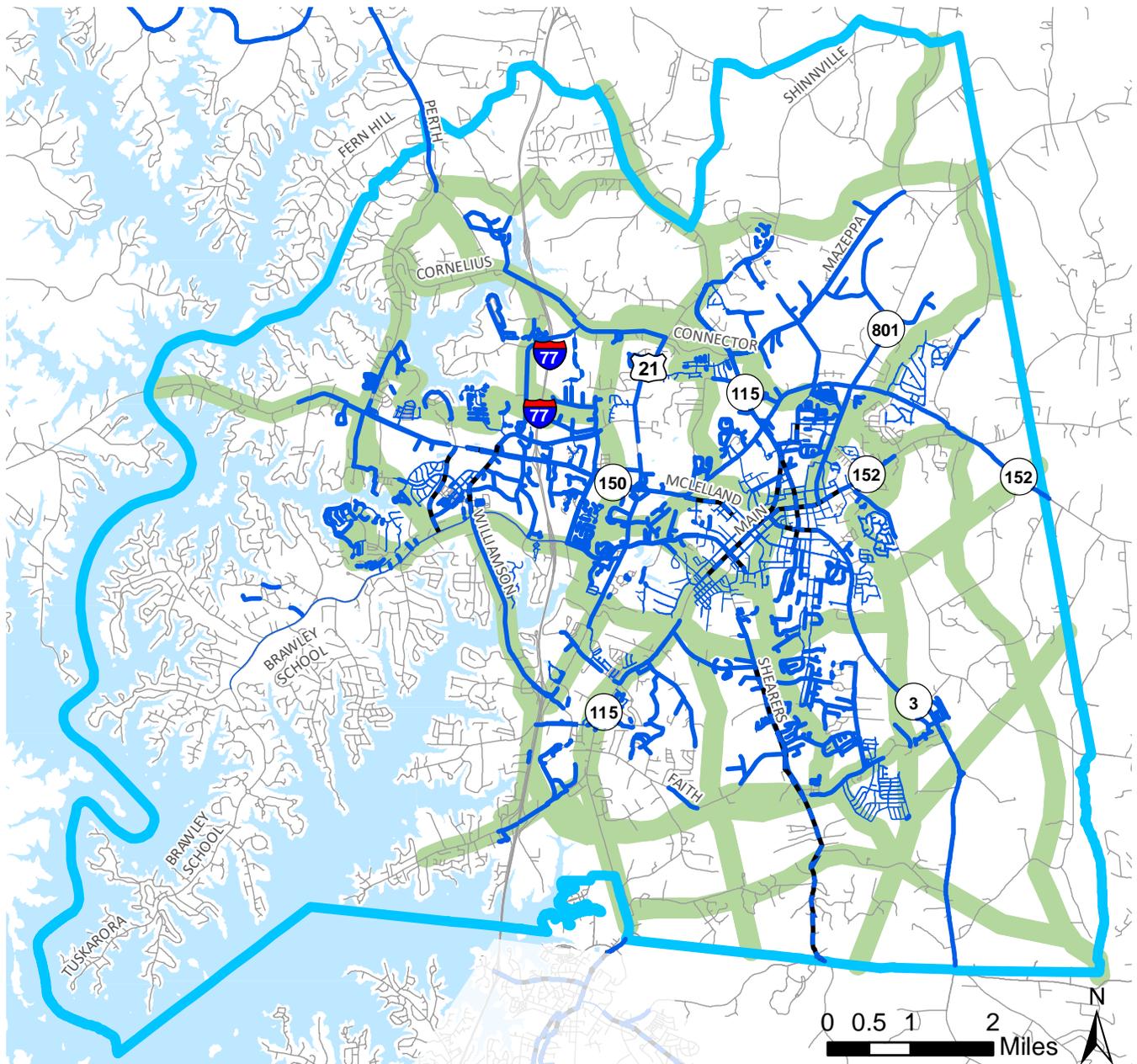
▬▬▬ On-Road, Needs Improvement

▬▬▬ On-Road, Existing

Pedestrian

Currently, the area in and around Downtown has a fairly strong sidewalk network, but connections are needed beyond this area as well. To create more transportation choice, the Town should continue to expand and fill in gaps in the pedestrian system. The focus should be first to fill in key gaps to connect important places and to invest in lower-income neighborhoods. Sidewalks can greatly improve the safety of any neighborhood. The Town should also invest in sidewalk facilities that connect other transportation facilities, such as bikeways, shared-use paths, and transit facilities to help close the first/last mile gap.

The adjacent map shows the pedestrian recommendations for the planning area. Shared-use paths have been shown as well to distinguish between a dedicated walking facility, like a sidewalk, and a facility shared between bikers and walkers.

Pedestrian Map

Legend:

Planning Area

Pedestrian

Local Streets — Sidewalks, Recommended

LakeNorman — Sidewalks, Needs Improvement
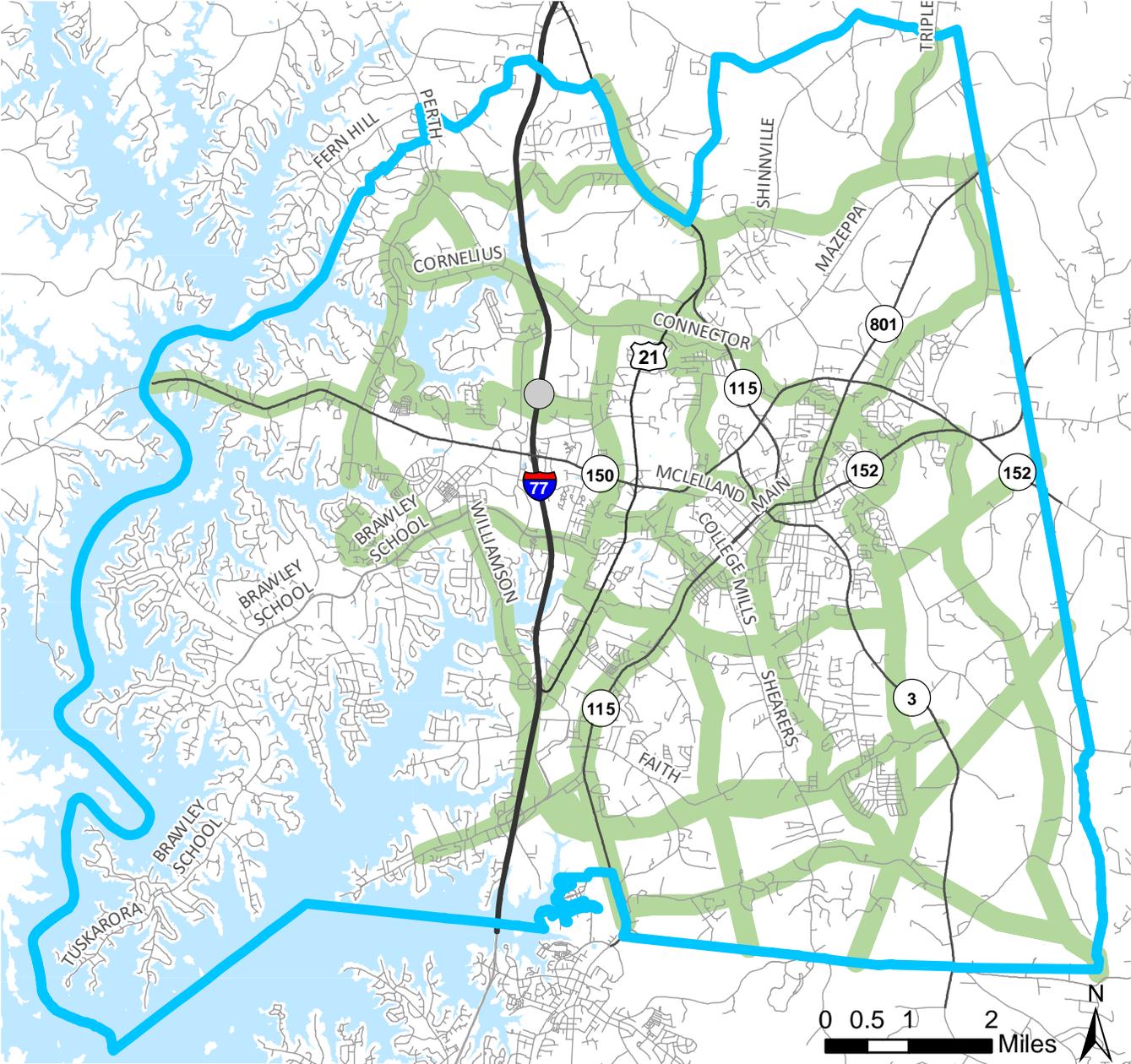
Sidewalks, Existing

Shared-Use Path, Recommended

Shared-Use Paths

Shared-use paths planning incorporates transportation, recreation, and health elements. Depending on the community, shared-use paths (often called greenways) are represented by a variety of forms and uses. In recent years, shared-use paths have not been utilized solely for recreational benefits. Often, a well-connected shared-use path system can be used as the "parkways" of active transportation, offering pedestrians and bicyclists the option of using the facilities as commuter corridors.

The shared-use path network in Mooresville needs to focus on providing internal connections as well as regional connections. Prioritizing shared-use path additions that connect residents with work, schools, and/or commercial developments will be key to creating a shared-use path system not solely based on recreation. The Carolina Thread Trail is a regional shared-use path network that seeks to connect the entire region via a series of shared-use paths. The Town should continue to partner with the Carolina Thread Trail to grow the shared-use path network in Mooresville.

Shared-Use Path Map

Legend:
- Planning Area
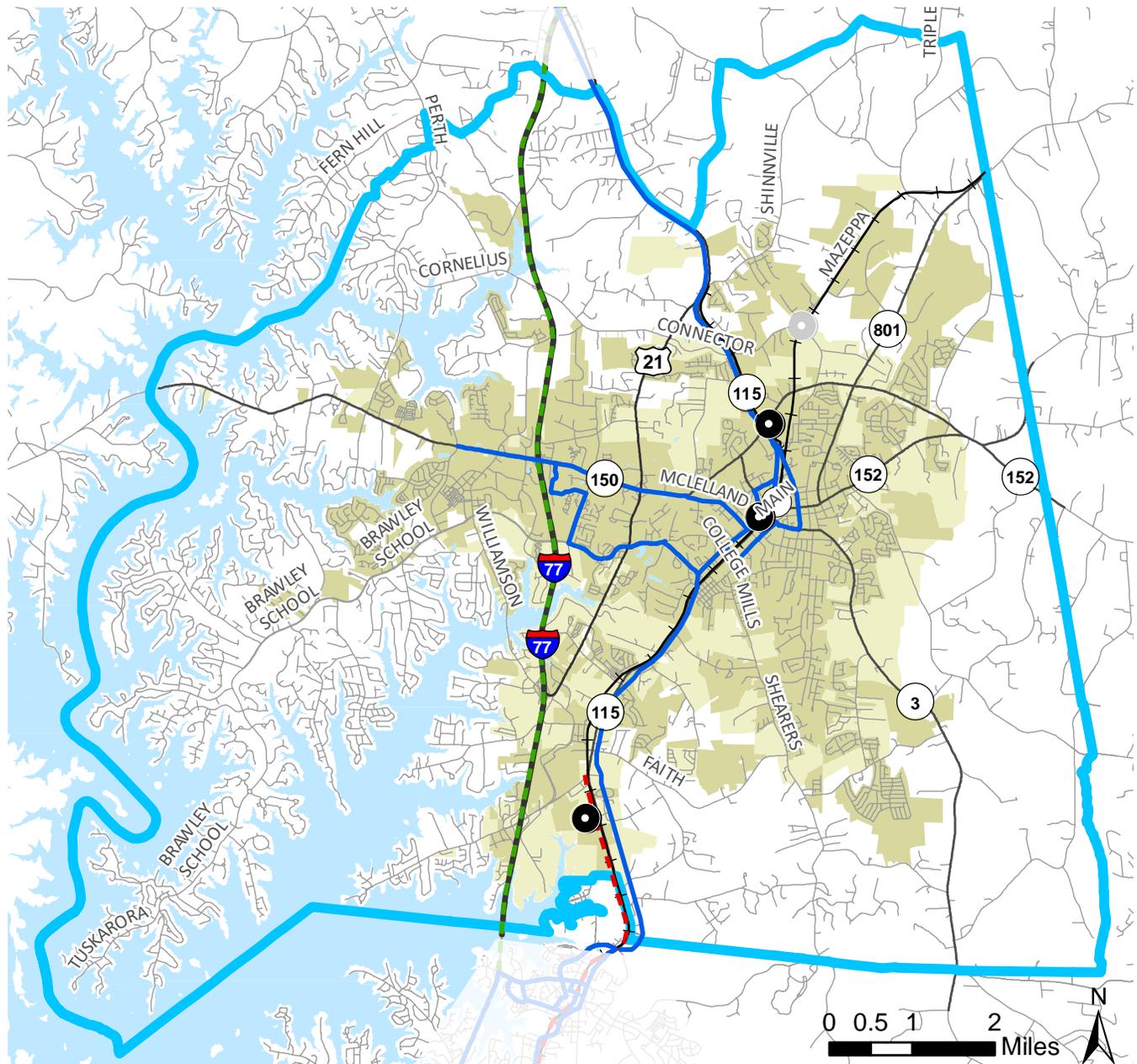- Shared-Use Path, Recommended
- LakeNorman

Transit

Public transit does not exist in a vacuum that operates apart from local and regional land uses and other transportation modes. Even seemingly irrelevant decisions, such as where to locate a small residential development, can create a significant challenge for a transit provider to operate efficiently, particularly if those residents are highly dependent on public transit service to meet their mobility needs. Good - not just adequate - public transportation is necessary to not only bridge the gap between the mobility constrained and those who can move about freely, but also to provide a real travel choice for everyone.

Transit service in Mooresville is currently limited to ICATS (Iredell County Area Transportation System) regional transit service, which only serves a small portion of the local population. However, the recent addition of the ICATS I-77 Express Route to the CATS (Charlotte Area Transit System) Park and Ride in Cornelius can assist in improving the transit system in Mooresville. The future potential for the Red Line commuter rail cannot be ignored, and the Town should foster coordination with other relevant agencies to continue the discussions about bringing that facility to Mooresville. Providing adequate access via all travel modes to transit stations and centers is critical to fostering and maintaining a successful transit system. Mooresville should continue to partner with CATS and ICATS to improve transit planning and infrastructure in the region.

The map on the adjacent page highlights transit recommendations for the planning area.

As referenced in Appendix: Snapshot Report (2018), CATS is currently studying capital transit options for north Mecklenburg and south Iredell that link this region to the urban core of Charlotte. There are several options for the type of service, including: commuter rail, bus rapid transit, and light rail. Currently, bus rapid transit is being analyzed as the most viable option. Rail continues to remain a long term preference of the public and CATS, but due to current policies and management rail is not being actively explored. All of these options will require major investment and partnership to complete, but will greatly improve the connectivity of the region. A potential transit hub/center in south Mooresville is also a key element of this planning effort. The Town should continue to be involved in this process to ensure that Town goals are met through this effort. Refer to Appendix: Snapshot Report (2018) for more information.
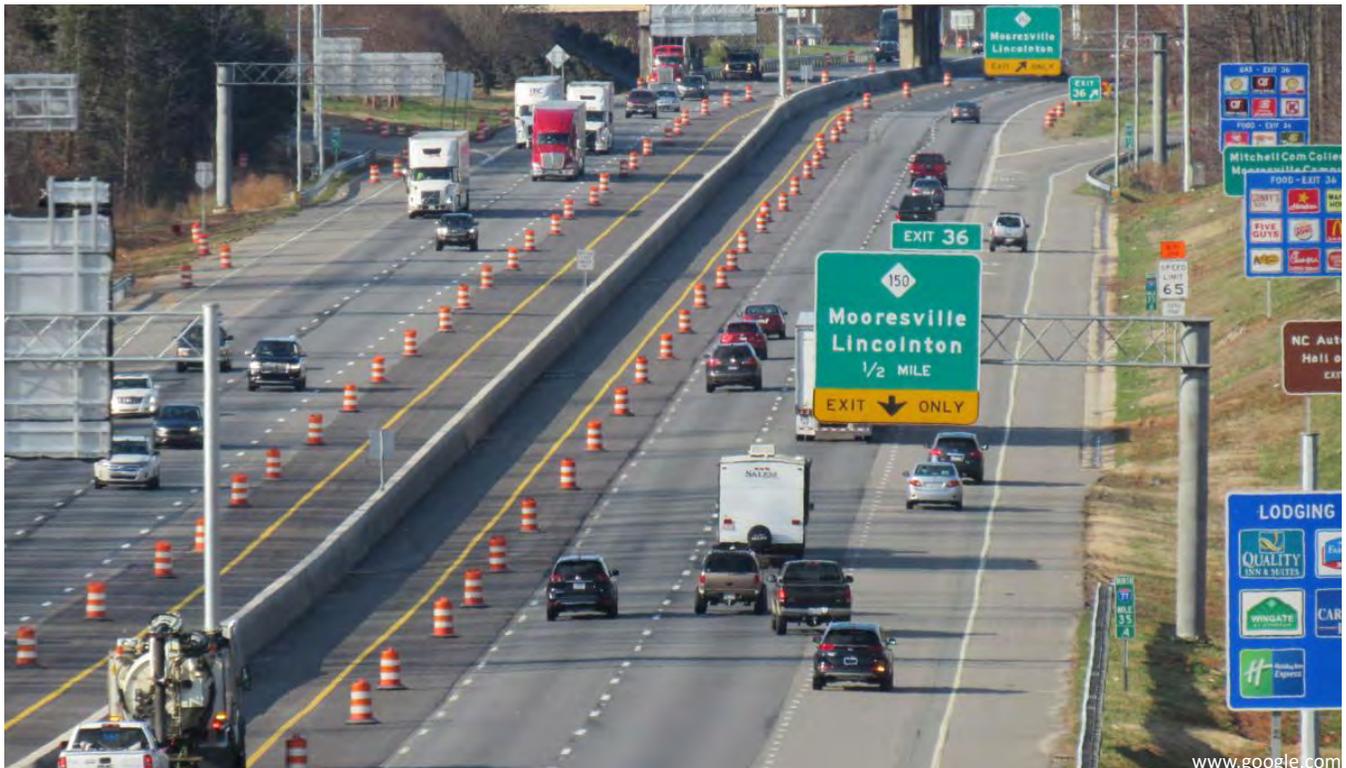
Transit Map

Planning Area
LakeNorman
Mooresville Town
Mooresville ETJ

Railroad Crossings
○ Existing
◉ Needs Improvement
● Recommended

Transit
- - - North Commuter Rail, Recommended
- - - Operational Strategies, Recommended
—+— Rail Corridor, Active Rail Corridor
——— Bus Routes
- - - Bus Routes, Recommended

◉ Park&Ride Lot, Recommended
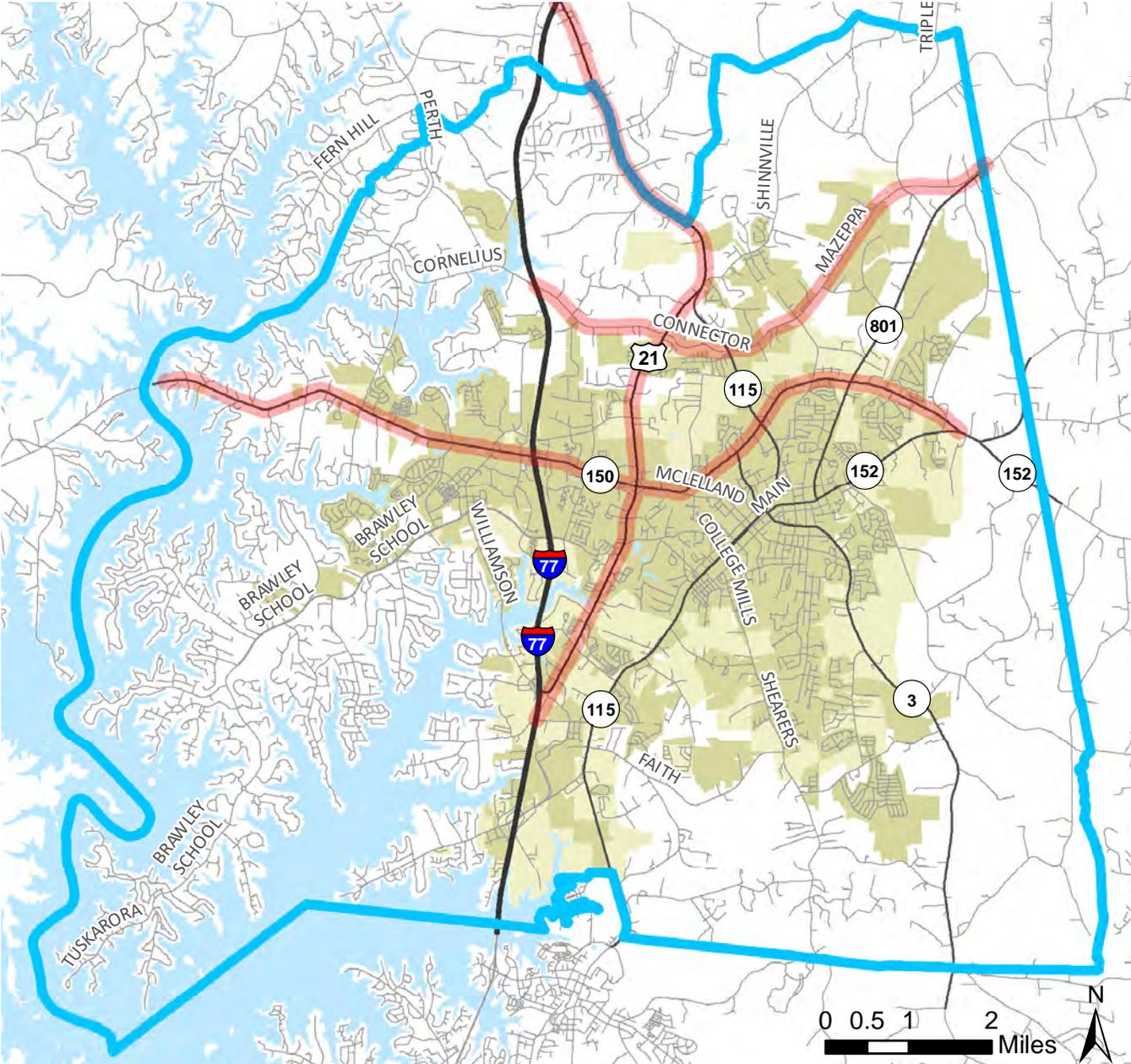● Transit Station, Recommended

0 0.5 1   2
Miles

Freight

Freight movement creates a unique challenge when discussing mobility. Especially for developing areas like Mooresville, trucks often end up using routes not designed for heavy truck travel, and create congested and unsafe roadways for vehicles and multimodal travel alike. Developing a truck routing network to encourage trucks to use designated routes is a great tool to counteract this issue. The future land use designates key areas for industrial growth, and access to these areas should be prioritized for trucking. State and federal grant programs like the BUILD grant are great resources for obtaining funding for freight related projects.

The proposed freight routes shown on the adjacent map are pulled forward directly from the 2007 CTP into this TMP. The Town should use signage and other policy methods to encourage truck travel along these identified routes. The strategic corridor section provides more depth on the freight recommendations for Connector Road and Mazeppa Road.

Freight Map

Freight Route, Proposed
Planning Area
LakeNorman
Mooresville Town
Mooresville ETJ

Street Design

The Street Design Priority Matrix establishes the priorities for trade offs we often debate when dealing with limited right-of-way. Once the street type is determined based on the land use context and street classification, the matrix reveals ideal design elements and key priorities (high, medium, and low) for a variety of characteristics. The matrix organizes these characteristics by street realm (Travel way, Pedestrian Zone, and Other). The purpose of these charts are to guide the planning and design of new roadways, and improvement of existing roadways. Items of high importance should be prioritized in the design process based upon the context in which the road is built.

For clarity, the street design matrix has been split into three categories with three sub categories. First the matrix is split based upon the four main land use contexts (Mixed-Use, Downtown, Residential and Employment). Then it is further broken down into three street realm groupings (Travel Way, Pedestrian Zone, and Other).

Mixed-Use

Travel Way

	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Number of Through Lanes	2 - 4 (6)	2 - 4	2 - 4	2
Width of Travel Lanes (ft)	11' - 12'	10' - 12'	10' - 12'	9' - 11'
Speed Limit (mph)	35 - 45	25 - 35	25 - 35	25
Design for Larger Vehicles	Medium Priority	Medium Priority	Low Priority	Low Priority
Multimodal Intersection Design	High Priority	High Priority	High Priority	Low Priority
Vehicle Throughput at Intersections	High Priority	Medium Priority	Medium Priority	Low Priority
On-Street Parking	None	Medium Priority	High Priority	High Priority

Pedestrian Zone

	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Landscaping/Street Trees	High Priority	High Priority	Medium Priority	Medium Priority
Buffer Zone	High Priority	High Priority	Medium Priority	Low Priority
Street Furniture/Bike Racks	Low Priority	High Priority	High Priority	Low Priority
Standard Sidewalks	Medium Priority	Medium Priority	Medium Priority	High Priority
Wide Sidewalks	High Priority	High Priority	High Priority	Low Priority
Public Art	Medium Priority	Medium Priority	High Priority	Low Priority

Other

	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Access Management	High Priority	Medium Priority	Low Priority	Low Priority
Medians	High Priority	Medium Priority	Low Priority	Low Priority
Bicycle Accommodation	Medium Priority	High Priority	High Priority	Low Priority
Transit Accommodation	High Priority	Medium Priority	Low Priority	Low Priority

Downtown

Travel Way

Travel Way	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Number of Through Lanes	2 - 4 (6)	2 - 4	2 - 4	2
Width of Travel Lanes (ft)	11' - 12'	10' - 12'	10' - 12'	9' - 11'
Speed Limit (mph)	35	25 - 35	25 - 35	25
Design for Larger Vehicles	High Priority	High Priority	Medium Priority	Low Priority
Multimodal Intersection Design	High Priority	High Priority	High Priority	Low Priority
Vehicle Throughput at Intersections	High Priority	High Priority	High Priority	Low Priority
On-Street Parking	Low Priority	Medium Priority	High Priority	High Priority

Pedestrian Zone

Pedestrian Zone	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Landscaping/Street Trees	Medium Priority	Medium Priority	High Priority	High Priority
Buffer Zone	High Priority	High Priority	Medium Priority	Medium Priority
Street Furniture/Bike Racks	Low Priority	Medium Priority	High Priority	Low Priority
Standard Sidewalks	Medium Priority	Medium Priority	Medium Priority	High Priority
Wide Sidewalks	High Priority	High Priority	High Priority	Low Priority
Public Art	Medium Priority	Medium Priority	High Priority	Low Priority

Other

Other	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Access Management	High Priority	Medium Priority	Low Priority	Low Priority
Medians	High Priority	Medium Priority	Low Priority	Low Priority
Bicycle Accommodation	Medium Priority	High Priority	High Priority	Low Priority
Transit Accommodation	High Priority	High Priority	Low Priority	Low Priority

Residential

Travel Way

	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Number of Through Lanes	2 - 4 (6)	2 - 4	2 - 4	2
Width of Travel Lanes (ft)	11' - 12'	10' - 12'	10' - 12'	9' - 11'
Speed Limit (mph)	35-45	25 - 35	25 - 35	25
Design for Larger Vehicles	Medium Priority	Medium Priority	Low Priority	Low Priority
Multimodal Intersection Design	Medium Priority	Medium Priority	Medium Priority	Low Priority
Vehicle Throughput at Intersections	High Priority	High Priority	Medium Priority	Low Priority
On-Street Parking	Low Priority	Medium Priority	High Priority	Medium Priority

Pedestrian Zone

	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Landscaping/Street Trees	Medium Priority	Medium Priority	High Priority	High Priority
Buffer Zone	High Priority	High Priority	Medium Priority	Low Priority
Street Furniture/Bike Racks	Low Priority	Low Priority	Low Priority	Low Priority
Standard Sidewalks	Medium Priority	Medium Priority	High Priority	High Priority
Wide Sidewalks	Low Priority	Low Priority	Low Priority	Low Priority
Public Art	Low Priority	Low Priority	Low Priority	Low Priority

Other

	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Access Management	Medium Priority	Medium Priority	Low Priority	Low Priority
Medians	Medium Priority	Medium Priority	Low Priority	Low Priority
Bicycle Accommodation	Medium Priority	Medium Priority	Medium Priority	Low Priority
Transit Accommodation	High Priority	Medium Priority	Medium Priority	Low Priority

Employment

Travel Way

Travel Way	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Number of Through Lanes	2 - 4 (6)	2 - 4	2 - 4	2
Width of Travel Lanes (ft)	11' - 12'	10' - 12'	10' - 12'	10' - 12'
Speed Limit (mph)	35-45	25 - 35	25 - 35	25-35
Design for Larger Vehicles	High Priority	High Priority	High Priority	High Priority
Multimodal Intersection Design	Low Priority	Low Priority	Medium Priority	Low Priority
Vehicle Throughput at Intersections	High Priority	High Priority	Medium Priority	Low Priority
On-Street Parking	Low Priority	Low Priority	Low Priority	Low Priority

Pedestrian Zone

Pedestrian Zone	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Landscaping/Street Trees	Low Priority	Low Priority	Low Priority	Low Priority
Buffer Zone	Low Priority	Low Priority	Low Priority	Low Priority
Street Furniture/Bike Racks	Low Priority	Low Priority	Low Priority	Low Priority
Standard Sidewalks	Low Priority	Low Priority	Medium Priority	Medium Priority
Wide Sidewalks	Low Priority	Low Priority	Low Priority	Low Priority
Public Art	Low Priority	Low Priority	Low Priority	Low Priority

Other

Other	Boulevard	Major Thoroughfares	Minor Thoroughfares	Local
Access Management	High Priority	Medium Priority	Low Priority	Low Priority
Medians	High Priority	Medium Priority	Low Priority	Low Priority
Bicycle Accommodation	Low Priority	Low Priority	Medium Priority	Low Priority
Transit Accommodation	High Priority	Medium Priority	Low Priority	Low Priority

Multimodal Facility Guidelines

The Multimodal Facility Guidelines Table provides more detailed recommendations for multimodal and facilities based on the context and street characteristics for a given street in the transportation network. Generally, the table clarifies the preferred facility type to use in the "Bicycle and Street Edge" realm for bicycle facilities, and it clarifies what facilities are to be used in the "Pedestrian Zone" for sidewalks and other pedestrian facilities.

	Street Type	Number of Lanes	Target Speed	Preferred Bike Facility	Preferred Pedestrian Facility
Mixed Use	Boulevard	2-4	35-45	Shared-Use Path	Shared-Use Path
	Major Thoroughfare	2-4	35	Protected Lane	Wide Sidewalk
	Minor Thoroughfare	2-4	35		
	Local	2	25	Bike Lane	Standard Sidewalk
Downtown	Boulevard	2-4	35	Protected Lane	
	Major Thoroughfare	2-4	35	Bike Lane	Wide Sidewalks
	Minor Thoroughfare	2-4	35		
	Local	2	25	Sharrow	Standard Sidewalks
Residential	Boulevard	2-4	35-45	Shared-Use Path	Shared-Use Path
	Major Thoroughfare	2-4	35	Protected Lane	Wide Sidewalk
	Minor Thoroughfare	2-4	35		Low Sidewalk
	Local	2	25	Sharrow	
Employment	Boulevard	2-4	35-45	N/A	N/A
	Major Thoroughfare	2-4	35	Protected Lane	Standard Sidewalks
	Minor Thoroughfare	2-4	35		
	Local	2	25	N/A	

Strategic Corridors

Since 2000, the Mooresville planning area has added over 30,000 people with another 24,000 likely to locate to the area by 2040. Answers to questions like "Where should this new growth occur?" and "What kinds of development is best for Mooresville?" were contemplated in the creation of the OneMooresville Comprehensive Plan. The focus now shifts to ensuring that the community continues to prosper without losing what makes Mooresville unique. One of the community's most valuable and vulnerable assets very well may be its major transportation corridors. Even more critical than today, these streets will serve as the future backdrop for strategies associated with transportation, housing, and economic development. In conjunction with the goals for mobility and One Mooresville, these corridors were identified because they seek to provide internal connections to new and future development as well as regional connections outside of Mooresville. Furthermore, there are ample opportunities to use these corridors to help improve transportation choice within the community.

The ability to inject choice in transportation–by building complete streets and finding context-sensitive solutions through development and redevelopment–is critical to the community's health and economic vitality. It requires improving the Town's road network, integrating with regional transportation options, enhancing walking and bicycle facilities, and positioning Mooresville to take advantage of current and future transit investments that the Town has made. The strategic corridors that follow work in tandem with the multimodal transportation plans that link land use context with transportation decision-making. A profile is offered for each corridor to show existing conditions, future land use characteristics, and design priorities. Connections along the corridors are emphasized and a typical street design is offered. The intent is to provide additional detail and demonstrate how these strategies can be applied more broadly throughout the planning area.
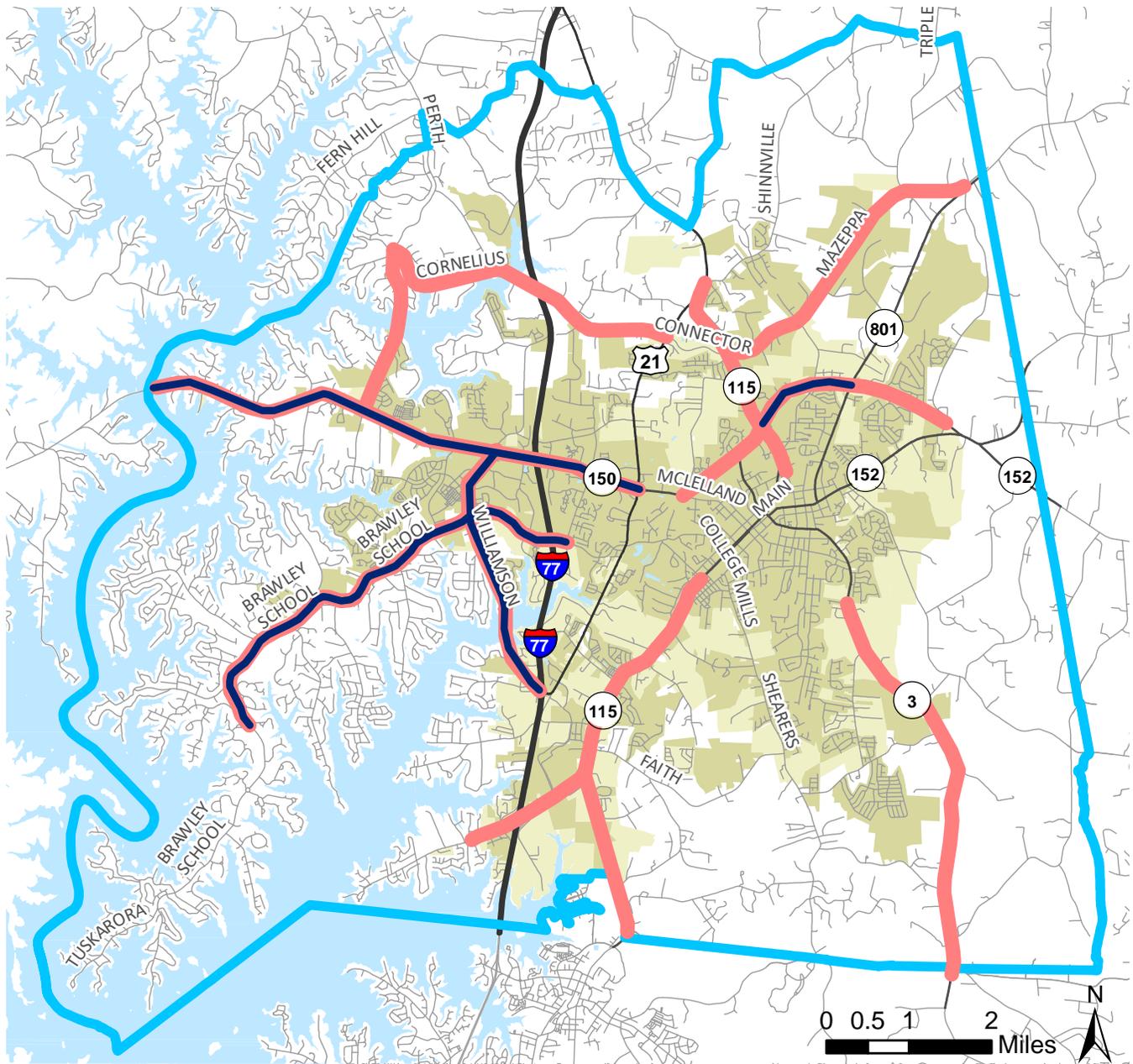
The 2007 CTP also identified and assessed strategic corridors. Those corridors were identified at the time as critical to the future growth of Mooresville. Some portions of those recommendations have now been completed, but others have not, and still remain important for the future vision of the Town. As such, the updated strategic corridors highlighted in this section reflect corridors identified in the previous CTP whose recommendations have not been implemented, as well as newly identified corridors that are now critical to future growth.

The first map on the following page shows the strategic corridors from the 2007 CTP, and the portions of those recommendations that have been funded and/or completed. The second map shows the 11 strategic corridors identified and assessed as part of the Transportation Master Plan update for Mooresville.
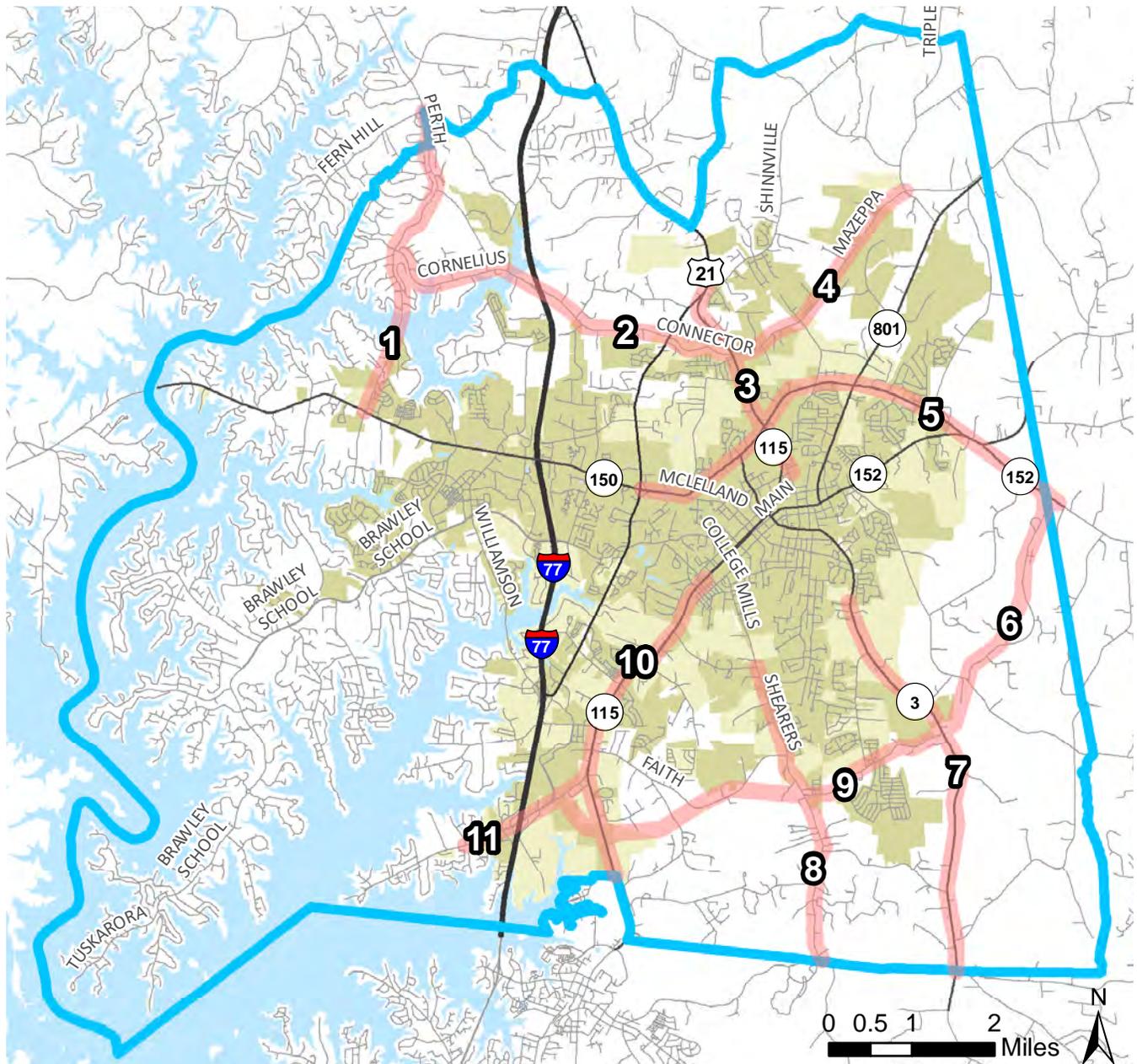
Corridors

1. Perth Road
2. Cornelius Road/Connector Road
3. NC-115 North
4. Mazeppa Road
5. NC-150/NC-152
6. Teeter Road
7. NC-3
8. Shearers Road
9. East-West Connector
10. NC-115 South
11. Langtree Road

2007 Strategic Corridors

Legend:

- Planning Area
- Local Streets
- LakeNorman
- Mooresville Town
- Mooresville ETJ
- Funded/Complete Corridor Improvements
- 2007 Strategic Corridors

Updated Strategic Corridors

Legend:

- Strategic Corridor
- Planning Area
- Local Streets
- LakeNorman
- Mooresville Town
- Mooresville ETJ

1. Perth Road
2. Cornelius Road/Connector Road
3. NC-115 Central
4. Mazeppa Road
5. NC-150/NC-152
6. Teeter Road
7. NC-3
8. Shearers Road
9. East-West Connector
10. NC-115 South
11. Langtree Road

Perth Road

West Mooresville and properties along Lake Norman are largely characterized by less-dense single-family homes. Due to the geography of the lake, and the peninsulas that reach out into it, there are limited travel routes from moving north-south through this portion of the Town. This corridor, which stretches along Perth Road, is a significant route for north-south travel in the northwest part of Mooresville. Because of the character of the area, it will be critical to provide ample multimodal transportation options for the community to utilize along the corridor.

Strategic Corridor Length

3.6 Miles

Recommended Street Type
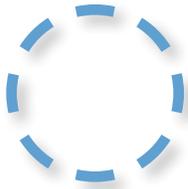
Boulevard

Traffic Volumes (on existing roadway)

13,000 (vehicles per day)

Key Features and Recommendations

- Residential friendly cross section with shared-use paths for biking and walking.

- Center turn lane allows for safer access to neighborhoods along the corridor.

- Recommended gateway enhancements at Fern Hill for travelers coming from Iredell County south into Mooresville.

- Multimodal crossing enhancements at Cornelius and NC-150. These locations feature intersections of existing and planned multimodal facilities, as seen on the transportation network maps in this chapter.

- Intersection improvements for safer and more efficient traffic flow recommended at Cornelius and NC-150.
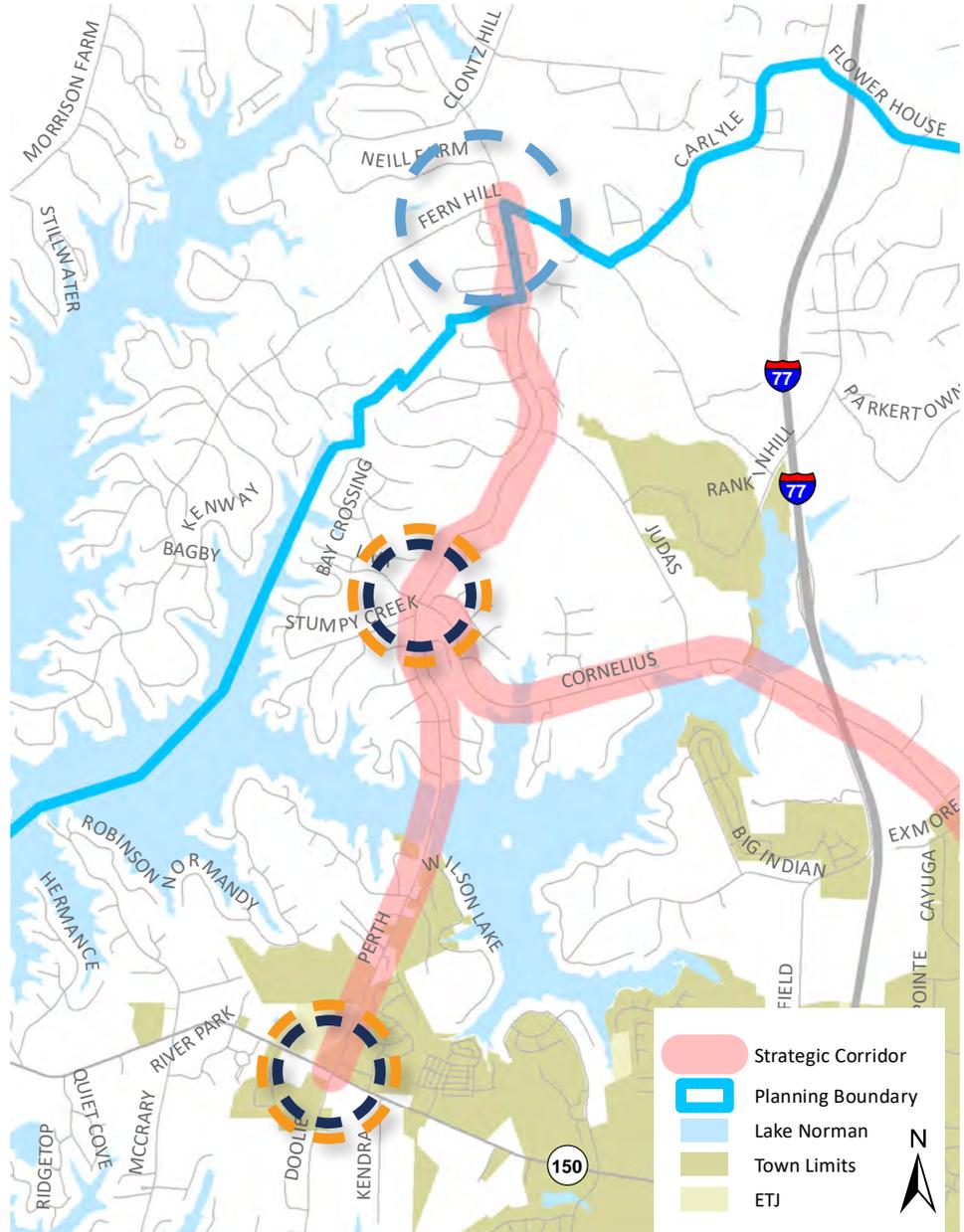
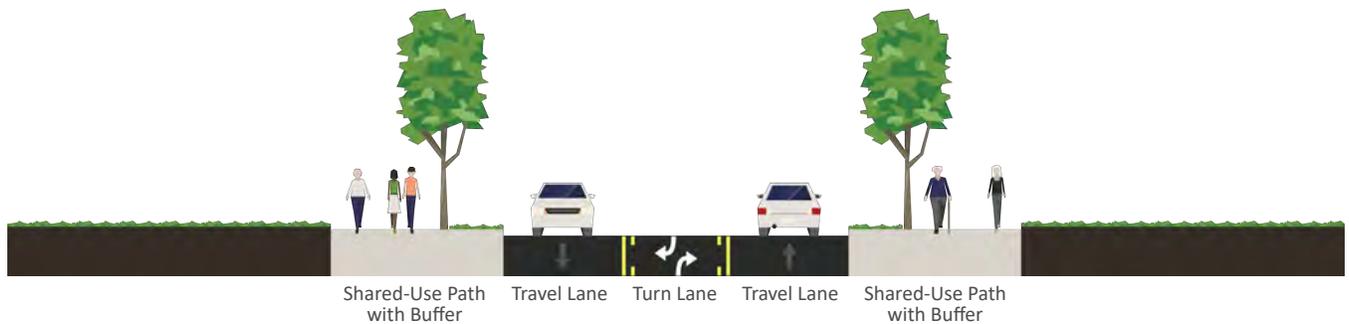## Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements
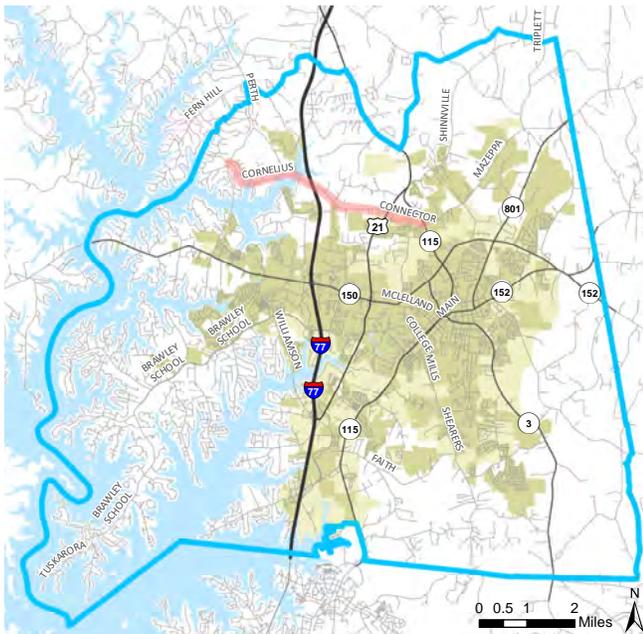

Recommended Intersection Improvements

Legend:
- Strategic Corridor
- Planning Boundary
- Lake Norman
- Town Limits
- ETJ

Illustrative Cross Section

Shared-Use Path with Buffer | Travel Lane | Turn Lane | Travel Lane | Shared-Use Path with Buffer

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

Cornelius Road/Connector Road

A new interchange at Cornelius Road and I-77 creates an opportunity for this corridor to become critical in the near future. With new commercial, industrial, and residential development likely to occur along the road because of new interstate access, the Town will want to leverage those opportunities to create a corridor to serve those needs. Multimodal connectivity is key here, to move people from across the interstate to more interior roads and Downtown Mooresville. Furthermore, the interchange will act as a gateway from the north, and is likely to lead to increased demand for vehicular travel along the corridor.

Strategic Corridor Length
4.7 Miles

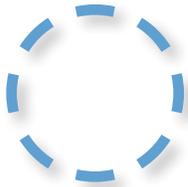## Recommended Street Type
Boulevard

Traffic Volumes (on existing roadway)
10,000 (vehicles per day)

Key Features and Recommendations

- Cross section shows increased vehicle capacity to meet demand from new interchange.

- Enhanced bicycle and pedestrian connectivity with shared-use paths.

- Special consideration should be given to how to safely get bikes and pedestrians through the interchange at I-77.

- Appropriately-size planting buffers to offer protection and aesthetics.

- Intersections with planned bike/ped facilities at Perth, Judas, I-77, US-21, and NC-115 should be enhanced for safer and more efficient multimodal connectivity.

- Key intersections at Perth, US-21, and NC-115 should be improved as growth increases traffic volumes.

- Interchange at Cornelius Road and I-77 will allow for better access to and from the interstate and should be treated as an important gateway into Town, given that it will be the first exit off of I-77 into Mooresville from the north.

- Freight movement along this corridor is critical, especially to the west. When making improvements to intersections along this corridor, the Town should give considerations to wider turn radii for trucks at key intersections.
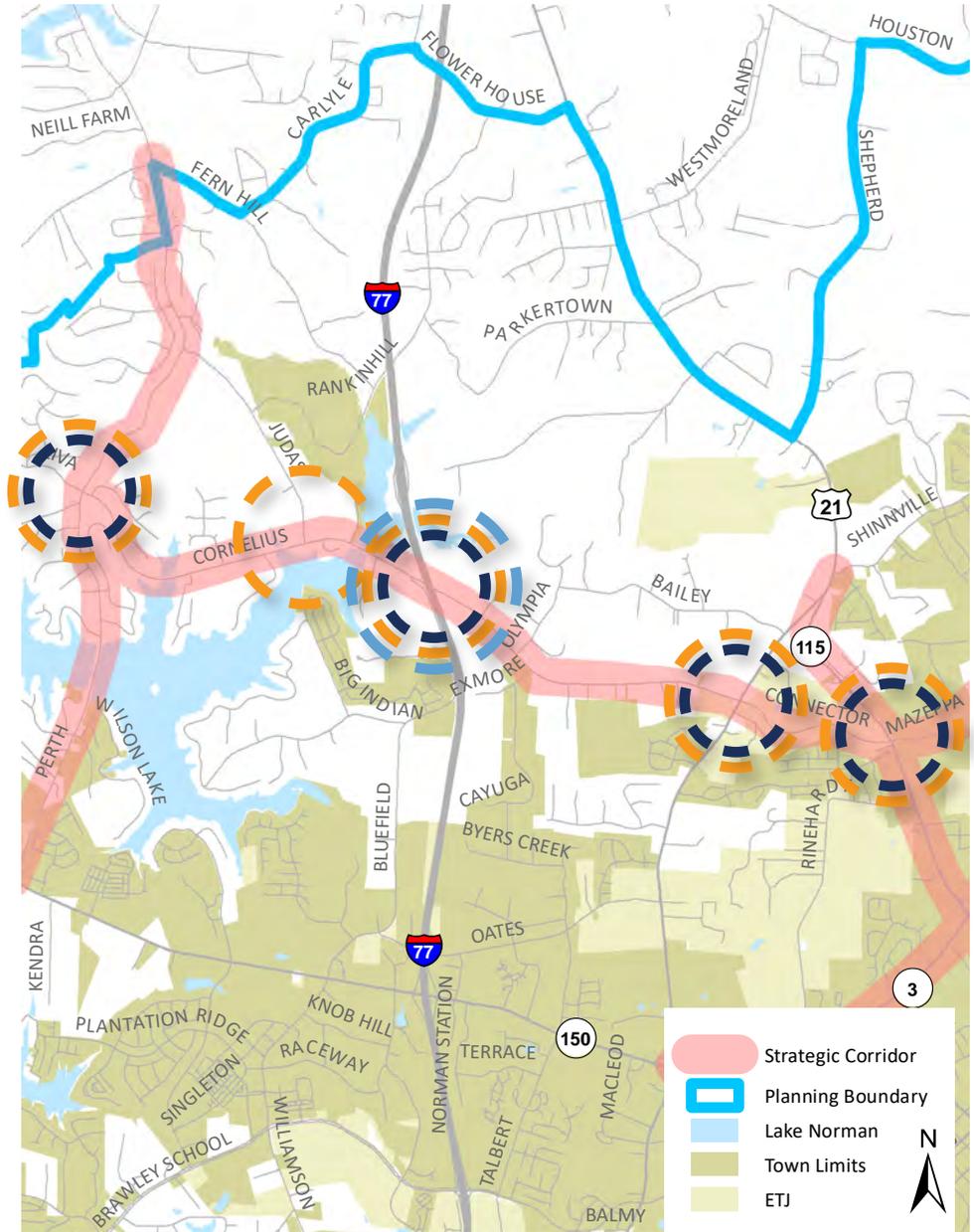
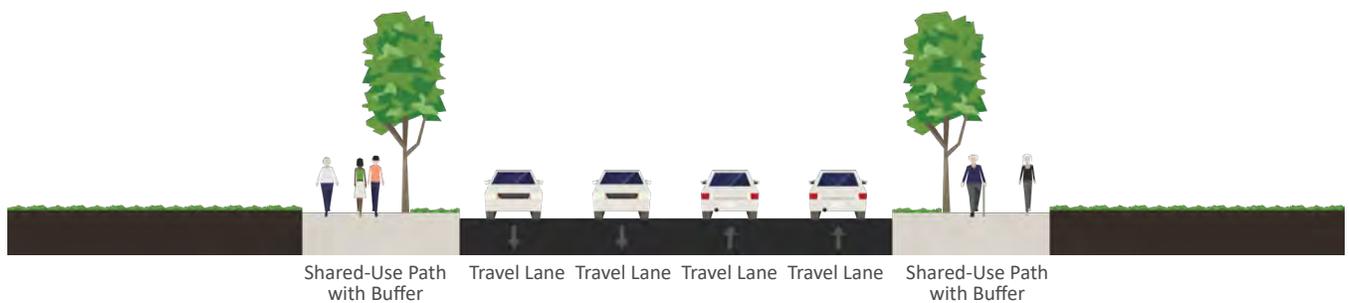# Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements

Recommended Intersection Improvements

Legend:
- Strategic Corridor
- Planning Boundary
- Lake Norman
- Town Limits
- ETJ

Illustrative Cross Section

Shared-Use Path with Buffer | Travel Lane | Travel Lane | Travel Lane | Travel Lane | Shared-Use Path with Buffer

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

NC-115 Central

This central section of NC-115 acts as a crucial north-south connection between major east-west roadways. This strategic corridor extends from US-21 to the north, to Patterson Avenue to the south. Travelers use this corridor to access US-21, NC-150, Downtown Mooresville, and to head north out of town. Additionally, this corridor is in a developing industrial area of Town and connects to key freight corridors at Mazeppa and US-21.

Strategic Corridor Length

2.6 Miles

Recommended Street Type

Major Thoroughfare

Traffic Volumes (on existing roadway)

12,000 (vehicles per day)

Key Features and Recommendations

- Cross section shows increased vehicle capacity to meet demand for future travel and growth, especially for freight movement.

- Enhanced pedestrian connectivity with sidewalks along the corridor.

- Appropriately-size planting buffers to offer protection and aesthetics.

- Intersections with planned shared-use path facilities at NC-150, and Connector Road should be enhanced for safer and more efficient multimodal connectivity.

- The intersection of NC-115 and US-21 acts as a gateway from the north into Town, and should be enhanced with landscaping to act as such.

- Key intersections at US-21, and NC-150 should be improved as growth increases traffic volumes. Consideration should be given to freight movement in these areas.

- The intersection at Connector/Mazeppa should be grade separated to allow for better configuration and traffic flow between motorists and rail operations.

Corridor Recommendations

Recommended Gateway
Enhancements

Recommended Multimodal
Crossing enhancements

Recommended Intersection
Improvements
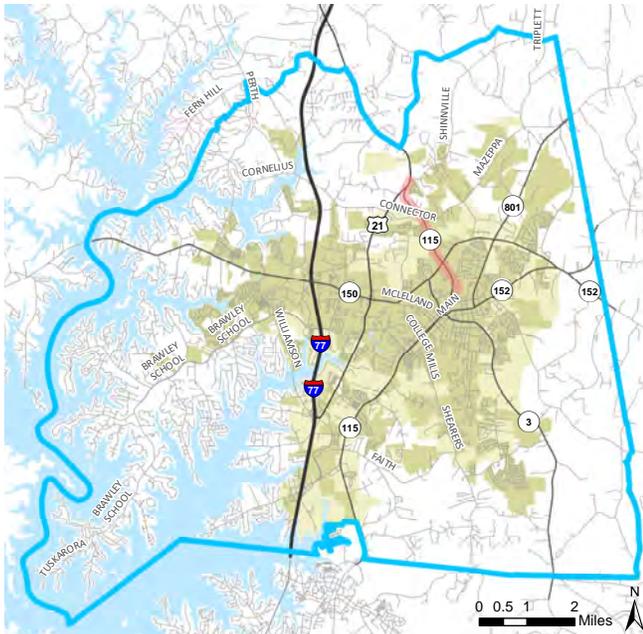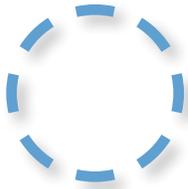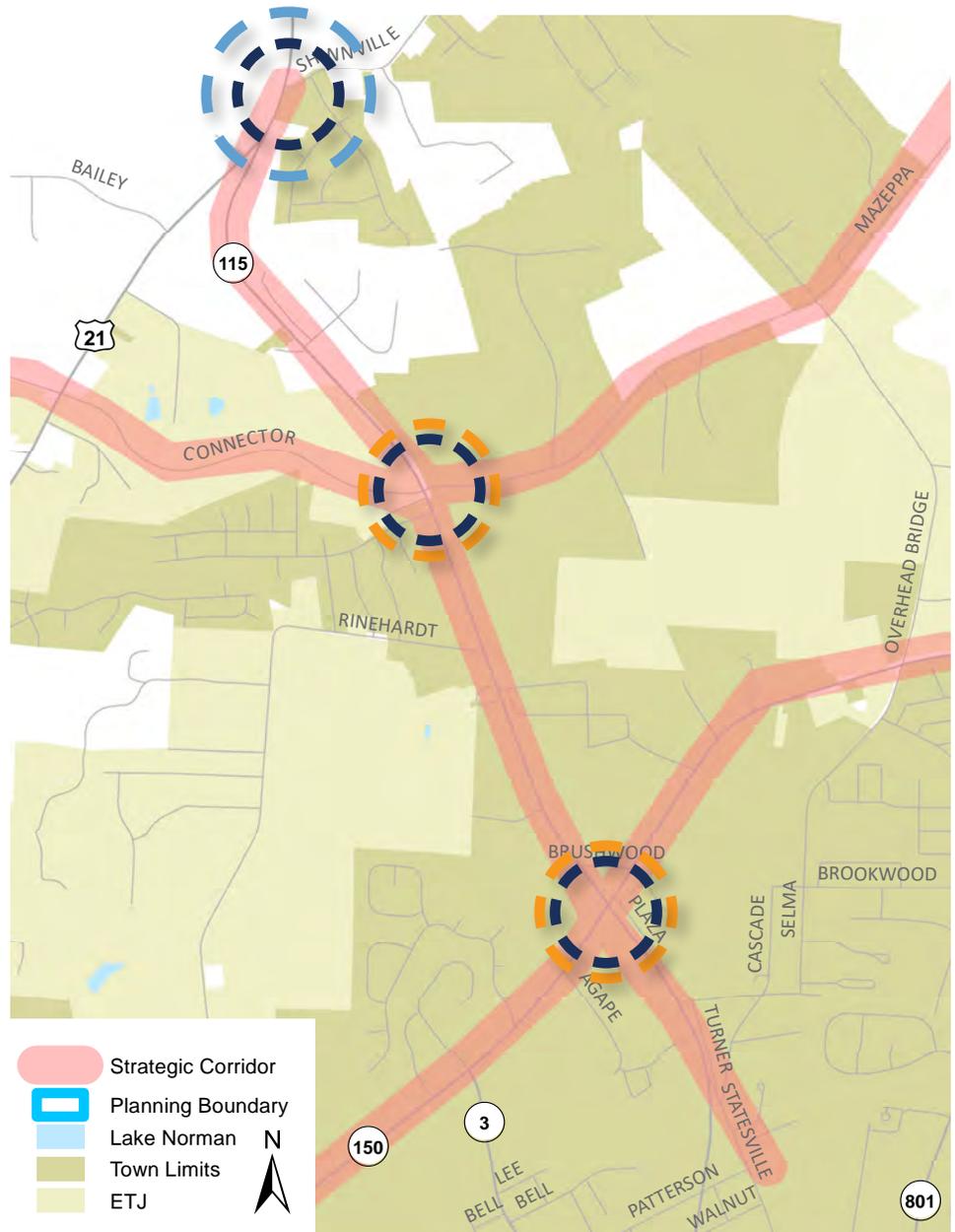

Legend:
- Strategic Corridor
- Planning Boundary
- Lake Norman
- Town Limits
- ETJ

N

Illustrative Cross Section

Sidewalk | Bike Lane | Travel Lane | Travel Lane | Travel Lane | Travel Lane | Bike Lane | Sidewalk

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

Mazeppa Road

Mazeppa Road is a critical freight corridor in growing industrial area. Connections west to I-77 and east to NC-801 make it an ideal bridge for freight movement and travel. A railroad parallels the road for the majority of the corridor, highlighting this importance. The strategic corridor is identified from the intersection with NC-115 to the west, and Triplett Road to the east. Though freight travel is important along this corridor, considerations for alternative travel modes should also be made.

Strategic Corridor Length

3.0 Miles

Recommended Street Type

Boulevard/Major Thoroughfare

Traffic Volumes (on existing roadway)

11,000 (vehicles per day)

Key Features and Recommendations

- Cross section shows a divided roadway with increased vehicle capacity to meet demand for future travel and growth, especially for freight movement.

- Enhanced pedestrian connectivity with sidewalks along the corridor.

- Appropriately-size planting buffers to offer protection and aesthetics.

- Intersections with planned shared-use path facilities at Connector Road should be enhanced for safer and more efficient multimodal connectivity.

- The intersection at Triplett acts as a gateway from the east into Town, and should be enhanced for gateway improvements and for future travel capacity needs.

- The intersection at Connector/Mazeppa should be grade separated to allow for better traffic flow and configuration.

Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements
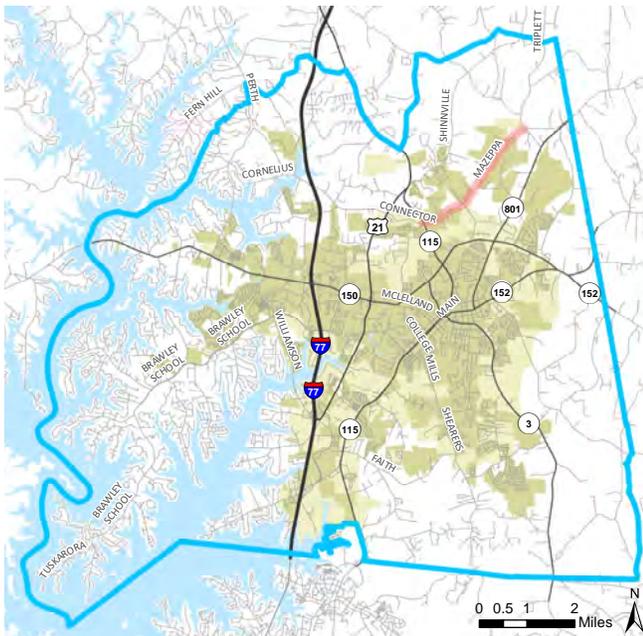
Recommended Intersection Improvements

Legend:

	Strategic Corridor
	Planning Boundary
	Railroad
	Lake Norman
	Town Limits
	ETJ

Illustrative Cross Section

Sidewalk with Buffer | Travel Lane | Travel Lane | Median | Travel Lane | Travel Lane | Sidewalk with Buffer

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

NC-150/NC-152

This corridor is made up of SR-152 to the east and SR-150 to the west and is a primary gateway into Mooresville from the east. Furthermore, the corridor provides connection to the growing business and industrial areas to the north side of Mooresville, making it a key mover for goods as well as people. The corridor is more rural on the eastern side, but grows denser the farther west it goes, until it ends at US-21. A growing number of residential areas utilize this corridor as well, making multimodal access important for future connectivity. Several key intersections provide opportunities for improved vehicular geometry and bike/ped crossing amenities.

Strategic Corridor Length

6.1 Miles

Recommended Street Type

Boulevard

Traffic Volumes (on existing roadway)

37,000 (vehicles per day)

Key Features and Recommendations

- Cross section shows a shared-use path along the corridor along with a four lane road section for increased capacity for future growth.

- Gateway treatments are recommended at Teeter Road and NC-152 for people entering the town from the east.

- Key multimodal intersection points at NC-115, NC-801, Landis Highway, and Teeter Road should be enhanced for improved safety and multimodal connectivity. All of these intersections are at planned bicycle, pedestrian, or shared-use path facilities.

- Recommended sidewalk and protected bike lanes allow for safe movement of bikers and walkers and creates for more fluid movement of potential truck traffic to industrial areas.

- Multimodal recommendations also match up with proposed plans for western portion of NC-150.

- Intersection improvements at US-21, NC-115, NC-801, and Teeter Road will help accommodate future growth.

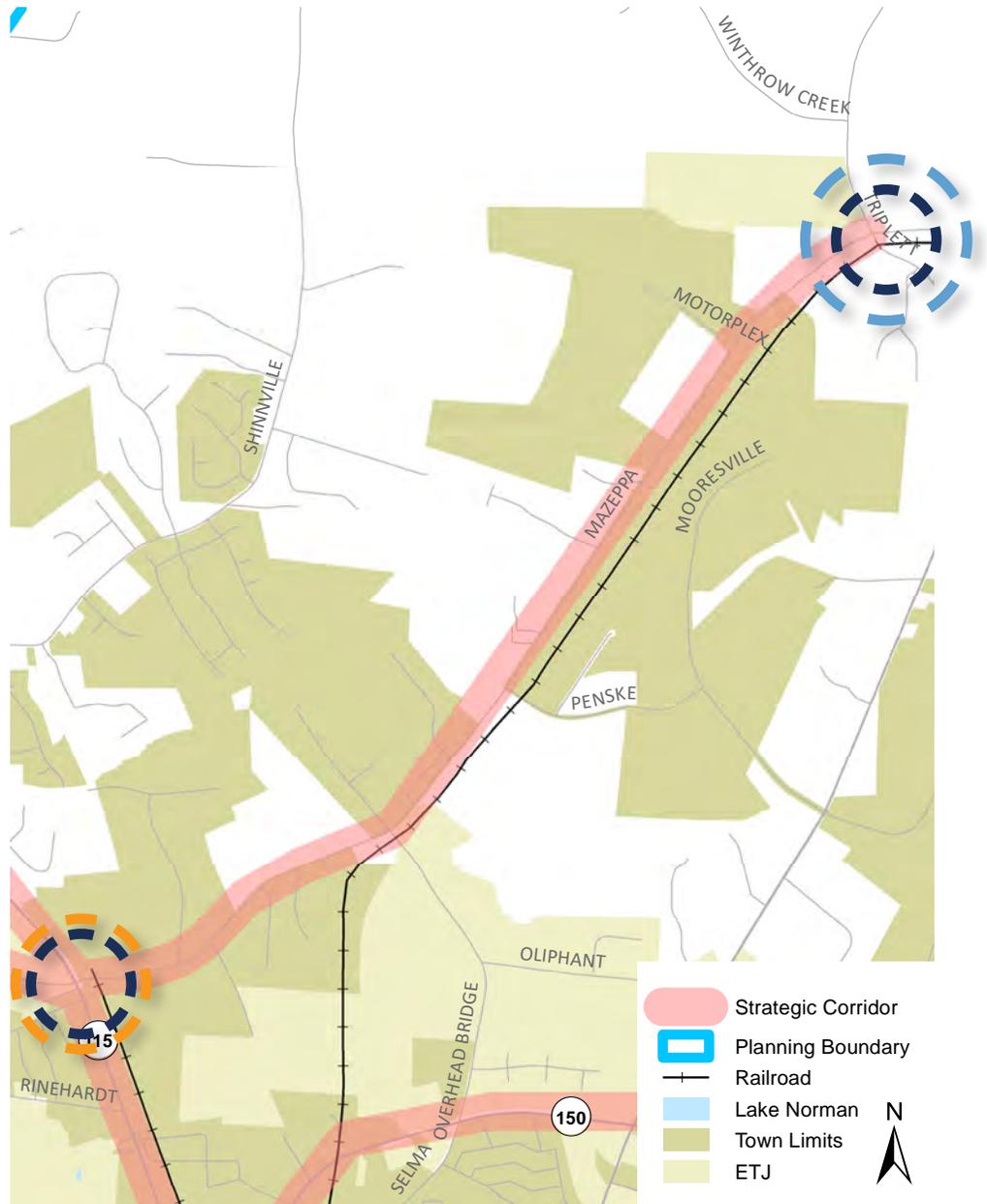- Appropriately-size planting buffers to offer protection and aesthetics.

Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements
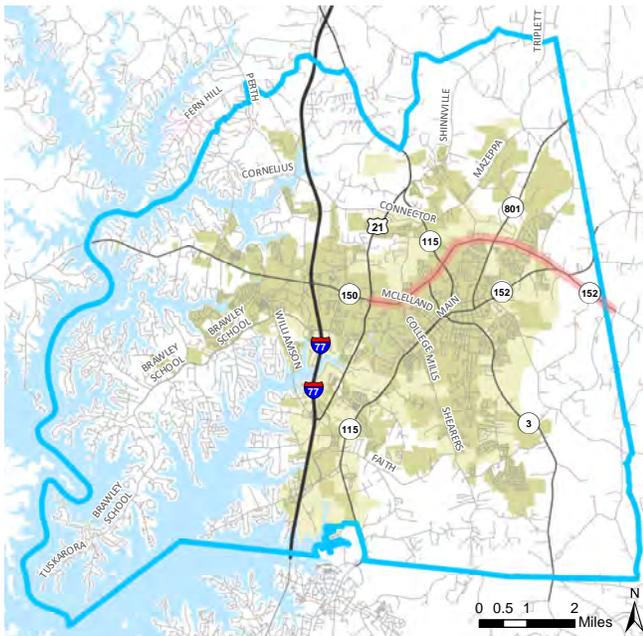
Recommended Intersection Improvements

Strategic Corridor
Planning Boundary
Lake Norman
Town Limits
ETJ

Illustrative Cross Section

Sidewalk | Bike Lane | Travel Lane | Travel Lane | Travel Lane | Travel Lane | Bike Lane | Sidewalk

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

Teeter Road

Teeter Road is located on the southeastern side of the Mooresville planning area and is currently largely rural in character. However, given future growth patterns, it's likely that this corridor will be prime for new residential development areas and is uniquely positioned to act as a regional connection between Iredell and Rowan Counties. With a recommended extension of Teeter Road from Linwood Road to NC-3/Rocky River Road, the community will be able to use one facility to get from the southern end of town to the east and north. Note that this extension meets up with the East-West Parkway for enhanced connectivity.

Strategic Corridor Length

3.3 Miles

Recommended Street Type

Minor Thoroughfare

Traffic Volumes (on existing roadway)

900 (vehicles per day)

Key Features and Recommendations

- It is recommended that the extension of Teeter Road to meet Rocky River Road at NC-3 be explored and implemented.

- Additionally, roadway should be realigned in middle of corridor as show, to create a straighter roadway to improve safety.

- Recommended cross section reflects less density along corridor and prioritizes vehicle travel and connection between two key roadways. This includes a center turn lane that can be dropped in the design in areas of the corridor deemed unnecessary.

- Center turn lane provides safer access for potential future single-family residential developments.

- Roadway should have bike lanes for enhanced multimodal connectivity.

- Bike lanes can also be buffered for added protection.

- Gateway treatments recommended intersection with NC-152, for travelers arriving to Mooresville from the east.

- Multimodal enhancement points are recommended at NC-3 and NC-152, where recommended shared-use paths converge with recommended bike lanes on Teeter Road.

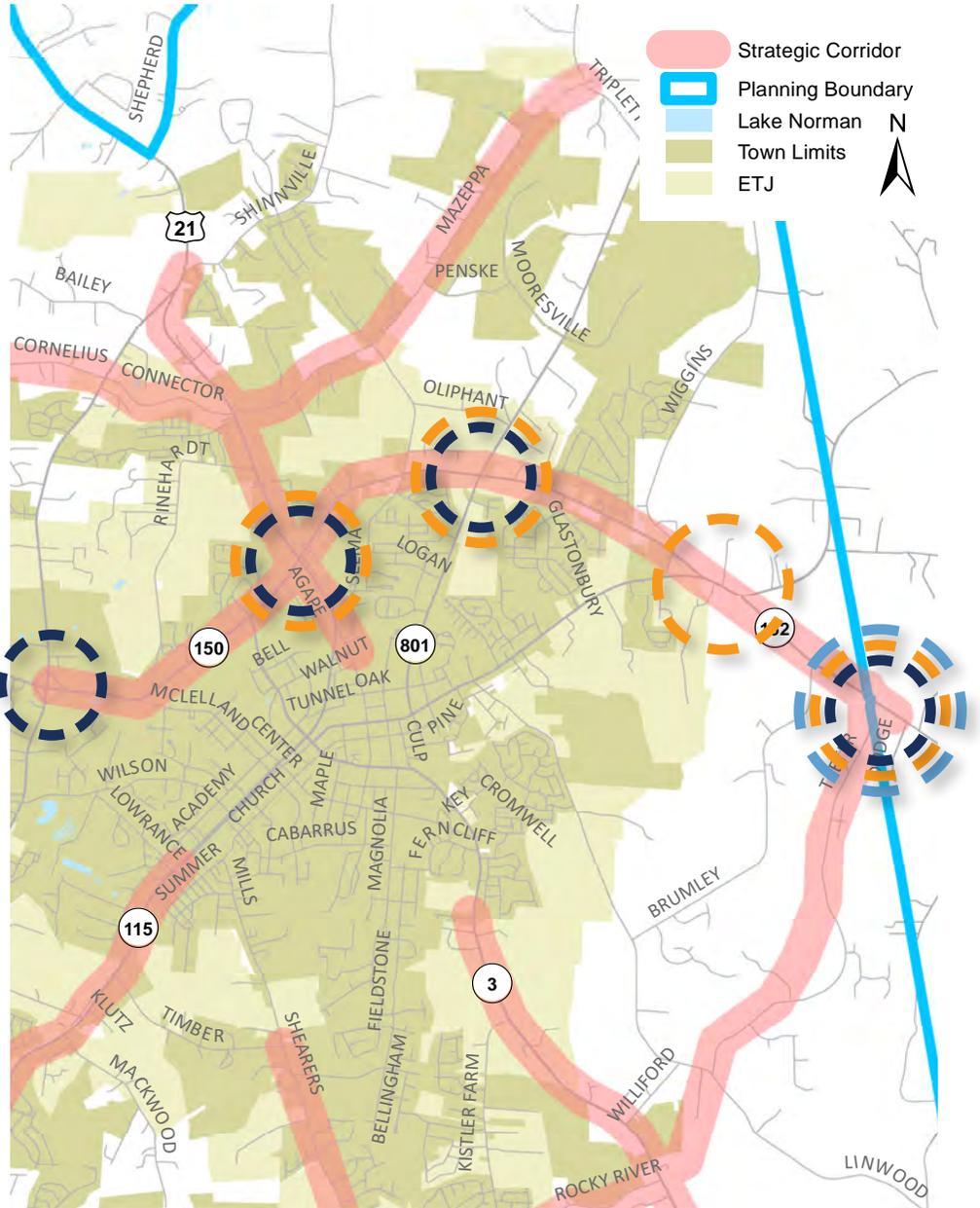- Intersections at NC-3, Linwood, and NC-152 should be improved as growth occurs.

Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements
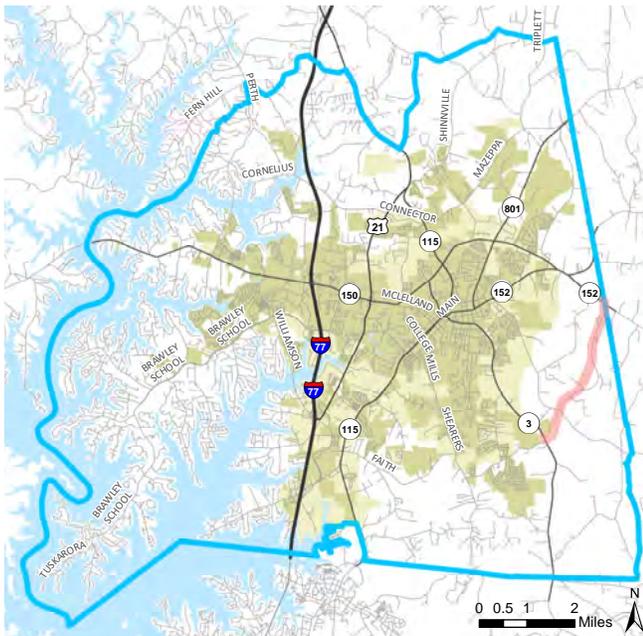
Recommended Intersection Improvements

Strategic Corridor

Planning Boundary

Lake Norman

Town Limits

ETJ

N

Illustrative Cross Section

Bike Lane | Travel Lane | Turn Lane | Travel Lane | Bike Lane

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

NC-3

NC-3 is critical to the future regional connectivity of Mooresville given its designation as one of the three alignments identified for the North-South Parkway. The alignments are designed to improve north-south mobility between southern Iredell County and northern Mecklenburg County. Currently, there are three feasible alignments for the North-South Parkway, all of which mostly utilize existing roads with proposed enhancements such as sidewalks, shoulders, curb, and gutter. NC-3 also provides meaningful connection east towards I-85, and is heavily traveled by daily commuters looking for access to the east from Mooresville. The corridor study area begins at the edge of the planning boundary and continues into Town to Hedgewood Drive.

Strategic Corridor Length

5.0 Miles

Recommended Street Type

Boulevard

Traffic Volumes (on existing roadway)

11,000 (vehicles per day)

Key Features and Recommendations

- Recommended cross section reflects a four lane divided roadway, to allow for smooth travel and additional capacity compared to existing section.

- Median should be landscaped and potentially signed as NC-3 is an important gateway into the Town.

- Protected bike lanes and sidewalks are recommended along the corridor to support the Dye Creek/Bellingham Greenway to the east, and for increased multimodal connectivity.

- Gateway treatments recommended at the border of the planning boundary, to signal entry into Mooresville and Iredell County. Median landscaping treatments should begin here.

- Multimodal enhancement points are recommended at Johnson Dairy Road and Rocky River Road where there are planned shared-use path facilities.

- Intersections at Rocky River Road should be improved to accommodate future growth in the area and increased capacity on the corridor.
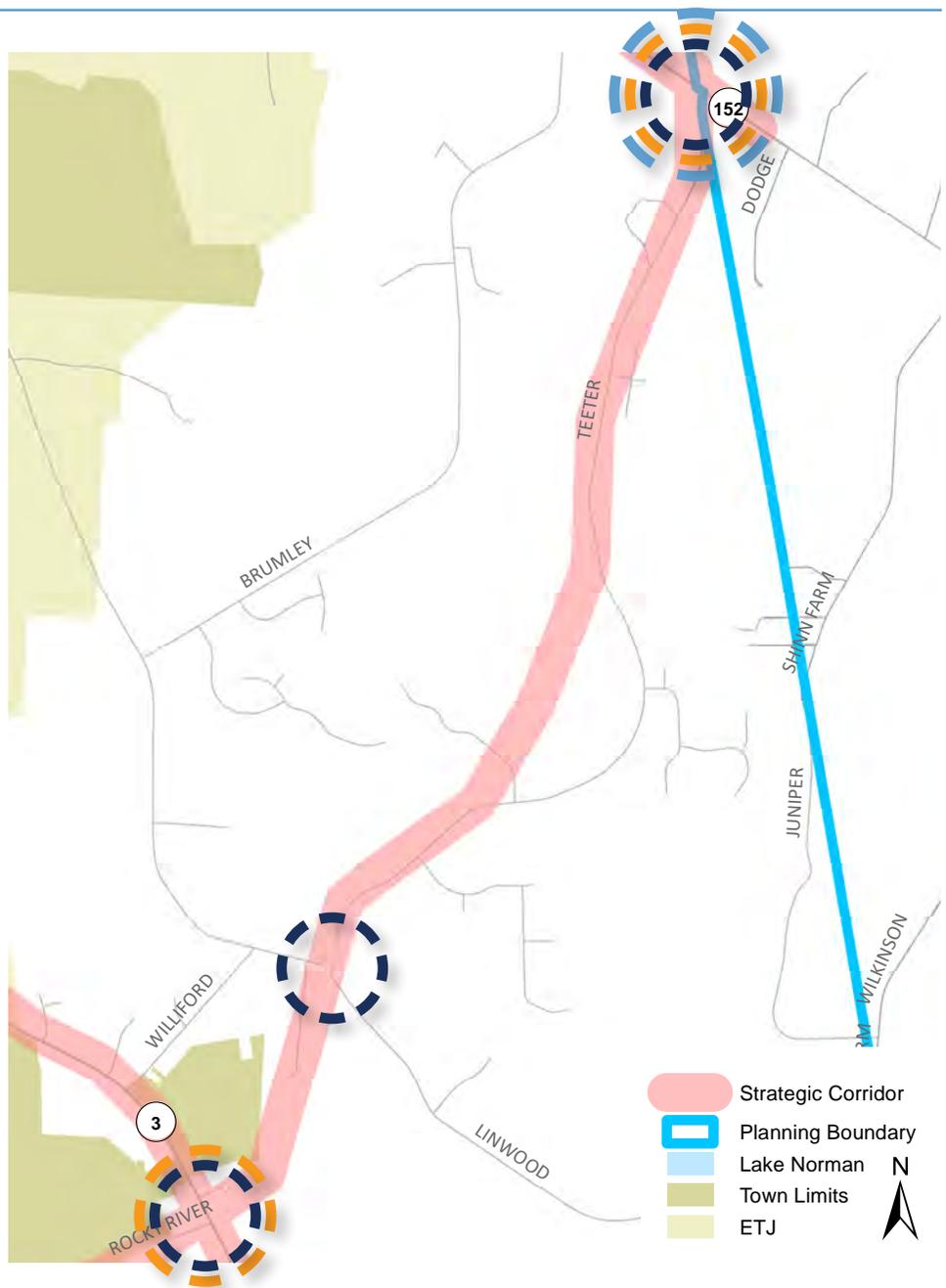
Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements
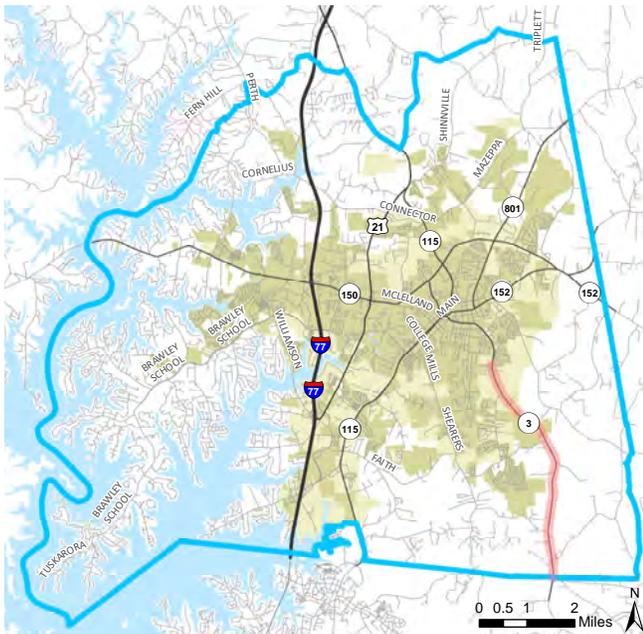

Recommended Intersection Improvements

| | Strategic Corridor |
| Planning Boundary |
| Lake Norman |
| Town Limits |
| ETJ |

Illustrative Cross Section

| Sidewalk | Bike Lane | Travel Lane | Travel Lane | Median | Travel Lane | Travel Lane | Bike Lane | Sidewalk |

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

Shearers Road

Shearers Road is critical to the future regional connectivity of Mooresville given its designation as one of the three alignments identified for the North-South Parkway. The alignments are designed to improve north-south mobility between southern Iredell County and northern Mecklenburg County. Currently, there are three feasible alignments for the North-South Parkway, all of which mostly utilize existing roads with proposed enhancements such as sidewalks, shoulders, curb, and gutter. Shearers Road provides an alternate north-south route from I-77. The corridor study begins at the edge of the planning boundary and ends at Timber Road, and intersects with the future East-West Connector.

Strategic Corridor Length

3.8 Miles

Recommended Street Type

Minor Thoroughfare

Traffic Volumes (on existing roadway)

11,000 (vehicles per day)

Key Features and Recommendations

- Recommended cross section matches the preferred cross section developed by Davidson to the south.

- Enhanced bicycle and pedestrian connectivity featured with sidewalks and on-street bike lanes.

- Bike lanes should be protected due to growth and increased traffic from the south.

- Unique connection with future East-West Connector - potential to leverage development opportunities.

- Appropriately-size planting buffers to offer protection and aesthetics.

- Gateway treatment at southern end of corridor will provide a more inviting and attractive entrance into Mooresville to those coming from Davidson and other areas to the south.

- Planned shared-use paths at intersections Timber Road, Rocky River Road, Johnson Dairy Road, and Presbyterian Road should be upgraded for enhanced multimodal connectivity.

- Existing intersections at Faith Road, Rocky River Road, Johnson Dairy Road, and Presbyterian Road should be upgraded in the future to accommodate for future growth in this part of Town.

Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements
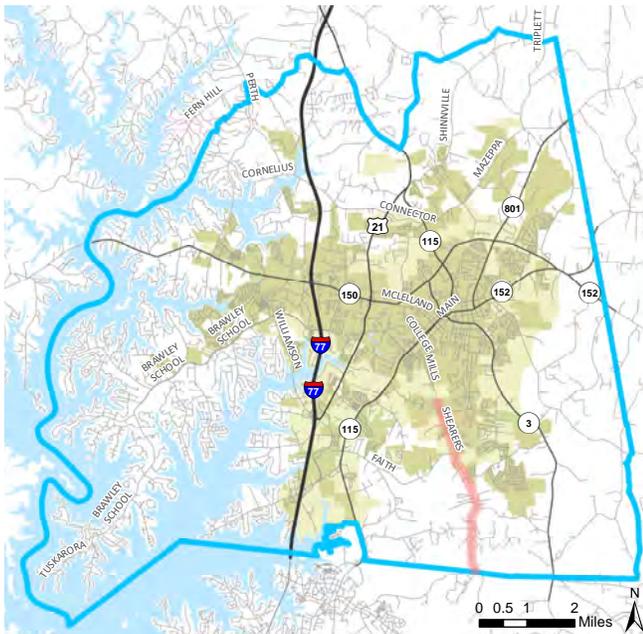

Recommended Intersection Improvements

Strategic Corridor
Planning Boundary
Lake Norman
Town Limits
ETJ

Illustrative Cross Section

| Sidewalk with Buffer | Bike Lane | Travel Lane | Travel Lane | Bike Lane | Sidewalk with Buffer |

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

East-West Connector

The East-West Connector Corridor utilizes existing Rocky River Road and parts of Faith Road on the eastern portion of the corridor, and would be a new roadway on the western portion all the way from Shearers Road to Langtree Road. This corridor, once fully constructed, will act as a critical east-west connection in South Mooresville that more easily connects people from I-77 to NC-3, and ultimately I-85 to the east. This corridor is important for future movement of people and goods, and is located in a critical area for future development. Information below reflects the current conditions for the existing portions of the corridor.

Strategic Corridor Length

5.2 Miles

Future Street Type

Boulevard

Traffic Volumes (on existing roadway)

5,200 (vehicles per day)

Key Features and Recommendations

- A 4-lane cross section with divided median is recommended to accommodate future growth in this critical area.

- Shared-use paths create improved multimodal connectivity.

- Appropriately-size planting buffers to offer protection and aesthetics.

- Opportunity for mixed-use centers at key connection points at NC-115, Shearers Road, and NC-3.

- Multimodal crossing enhancements should be implemented at each of the three key intersections: NC-115, Shearers Road, and NC-3.

- Intersection improvements to accommodate future growth should also be explored at those same key intersections.
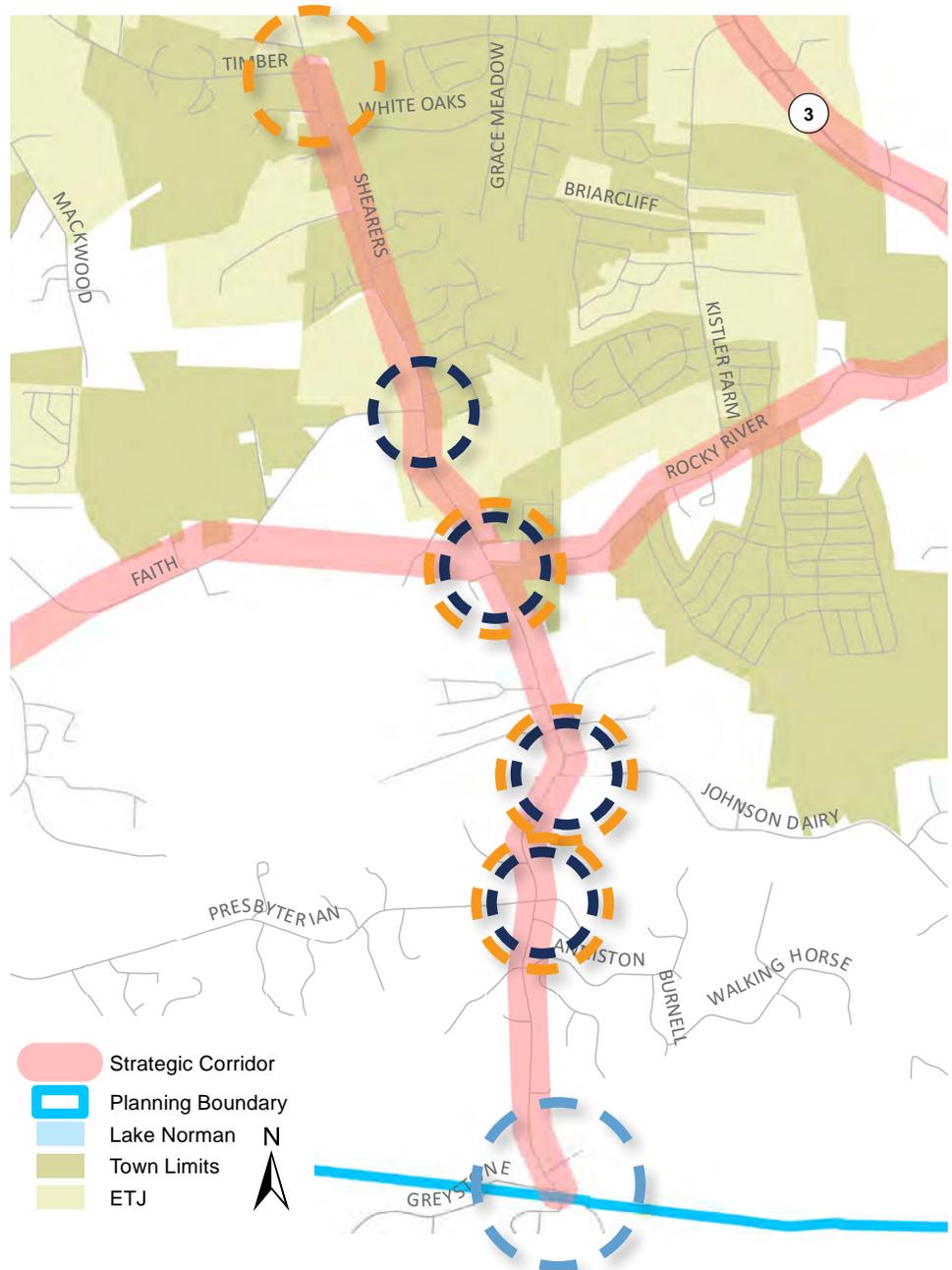
Corridor Recommendations

Recommended Gateway
Enhancements

Recommended Multimodal
Crossing enhancements

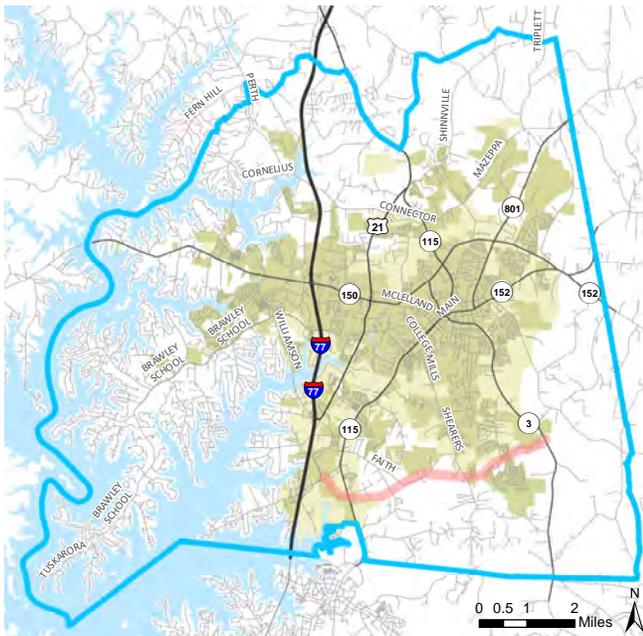Recommended Intersection
Improvements

Legend:
- Strategic Corridor
- Planning Boundary
- Lake Norman
- Town Limits
- ETJ

Illustrative Cross Section

Shared-Use Path with Buffer | Travel Lane | Travel Lane | Travel Lane | Travel Lane | Shared-Use Path with Buffer

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

NC-115 South

This southern section of NC-115 represents a critical corridor for Mooresville. Not only is it a gateway into the Town from the south, but has long been assessed for a major transit investment by the Charlotte Area Transit System (CATS). This potential transit service would include a major commuter rail line along the existing rail that parallels NC-115. This would provide Mooresville residents with easier and safer access to Mecklenburg County and Charlotte to the south. Additionally, NC-115 is used as a direct connection into Downtown Mooresville for those arriving from the south of Town.

Strategic Corridor Length

4.1 Miles

Recommended Street Type

Major Thoroughfare

Traffic Volumes (on existing roadway)

13,000 (vehicles per day)

Key Features and Recommendations

- Due to right-of-way limitations because of the adjacency of the rail road, a two lane cross section is recommended with a shared-use path on the opposite side of the street from the rail.

- The proposed commuter rail would extend up NC-115 and stop at a proposed transit station just south Langtree Road.

- Planned bicycle and pedestrian facilities at the intersections of the East-West Connector, Langtree Road, Faith Road, Fairview Road, and Timber Road would require multimodal crossing enhancements for improved safety.

- The southern edge of NC-115 should be appropriately enhanced with gateway treatments for those arriving from the south.

- Intersections at Langtree Road, Faith Road, and Timber Road should be improved to accommodate future growth in the area.
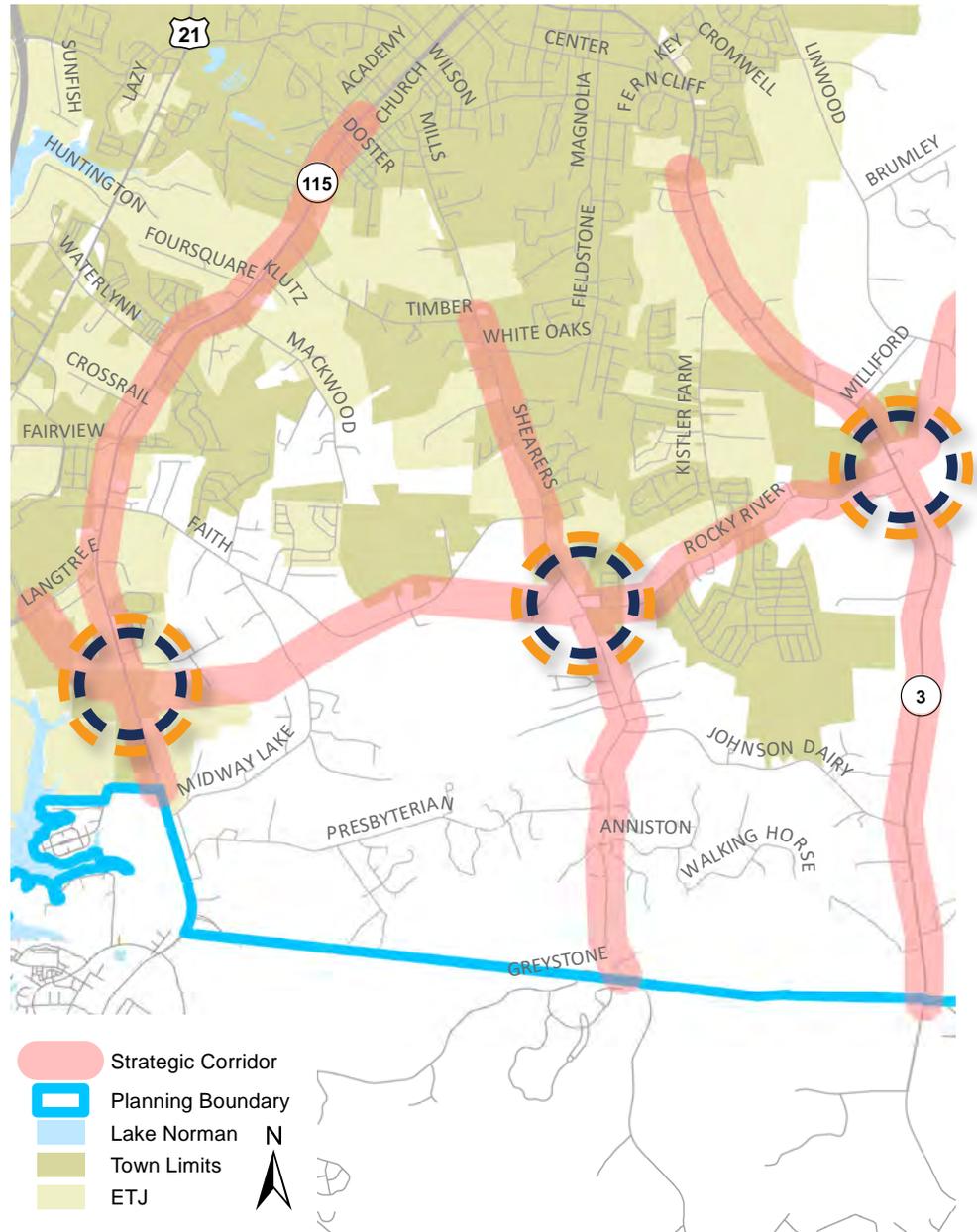
Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements
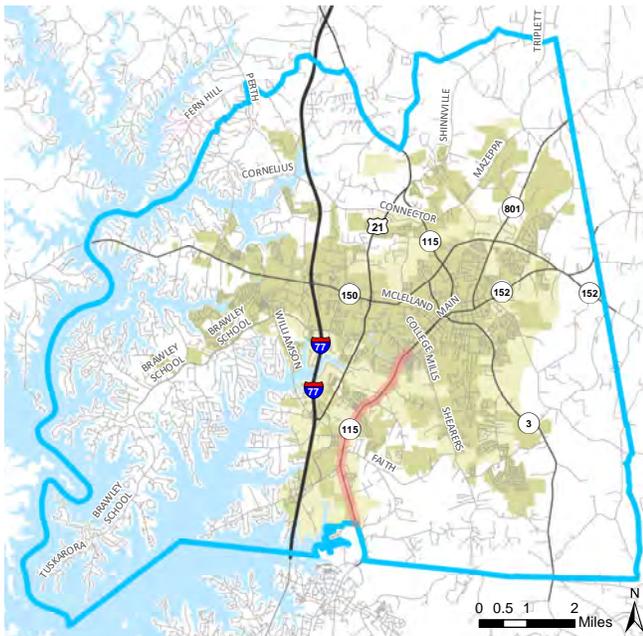

Recommended Intersection Improvements

Legend

- Strategic Corridor
- Planning Boundary
- Railroad
- Lake Norman
- Town Limits
- ETJ

N

Illustrative Cross Section

Shared-Use Path with Buffer   Travel Lane   Travel Lane

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

Langtree Road

Langtree road represents a crucial gateway into Mooresville from I-77. As the southernmost exit onto I-77 in the planning area, traffic volume continues to increase as southern Mooresville grows. The strategic corridor spans from NC-115 to the east, past I-77, and ends at Pin Oak Lane to the west. Additionally, the Lowe's Home Improvement corporate office resides off of Langtree Road, east of I-77. Langtree Road provides a crucial connection to NC-115 which leads north towards the urban core of Mooresville.

Strategic Corridor Length

1.7 Miles

Recommended Street Type

Boulevard/Minor Thoroughfare

Traffic Volumes (on existing roadway)

8,900 (vehicles per day)

Key Features and Recommendations

- The recommended cross section features a six lane divided roadway west of the Lowe's campus. This capacity increase allows for additional volume as the area continues to grow.

- The median should be wide and landscaped to signify this gateway into Mooresville.

- Sidewalks are recommended along the corridor to provide multimodal connectivity to NC-115 and across I-77.

- Key intersections at the future East-West Connector an NC-15 should be outfitted with multimodal crossing enhancements to connect with other planned facilities.

- Safety considerations, such as appropriate buffering, should be given to the sidewalks as they cross I-77.

- Town should consider improvements to intersection of Langtree Road and NC-115 as growth continues in the area.
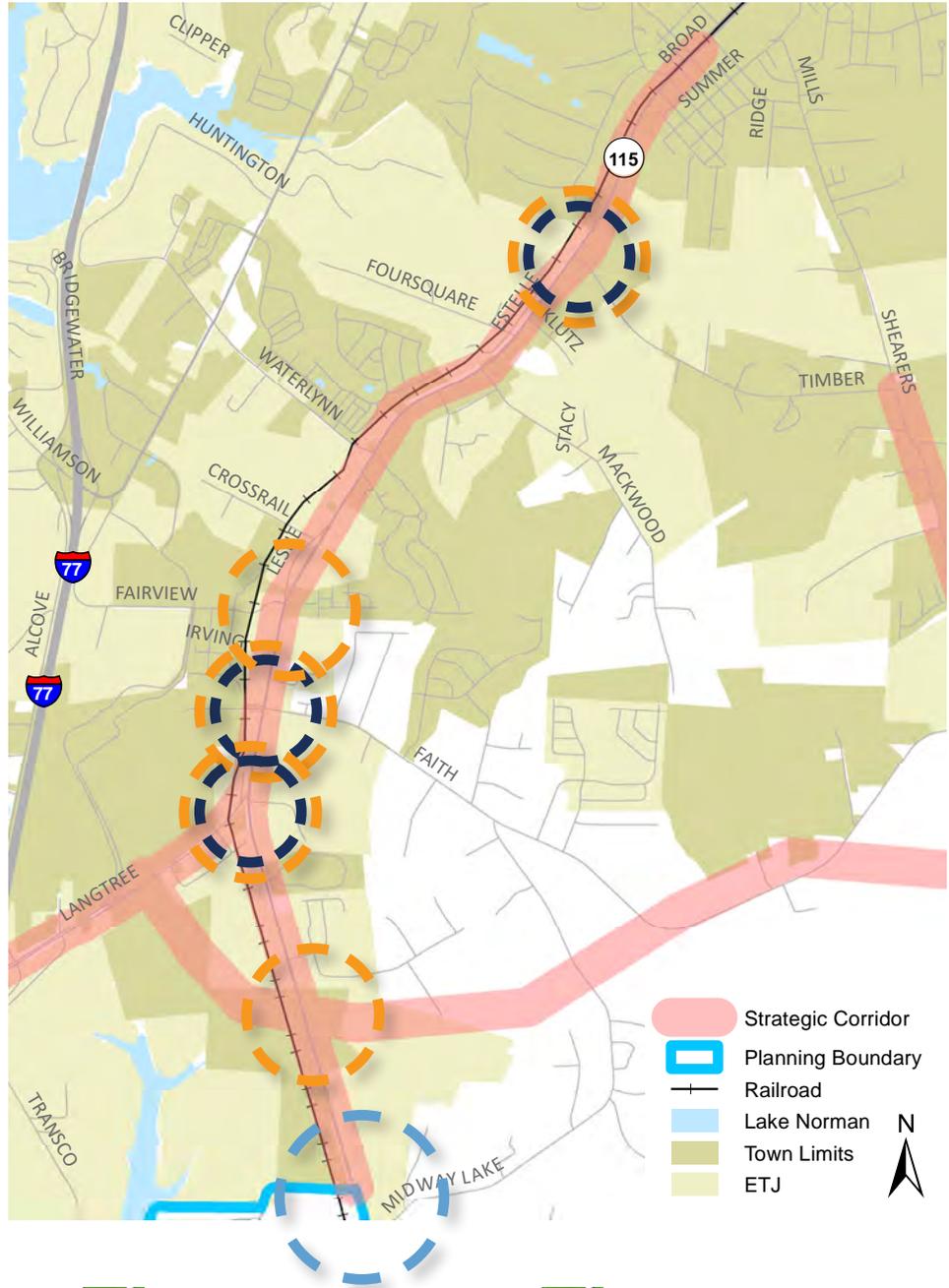
Corridor Recommendations

Recommended Gateway Enhancements

Recommended Multimodal Crossing enhancements
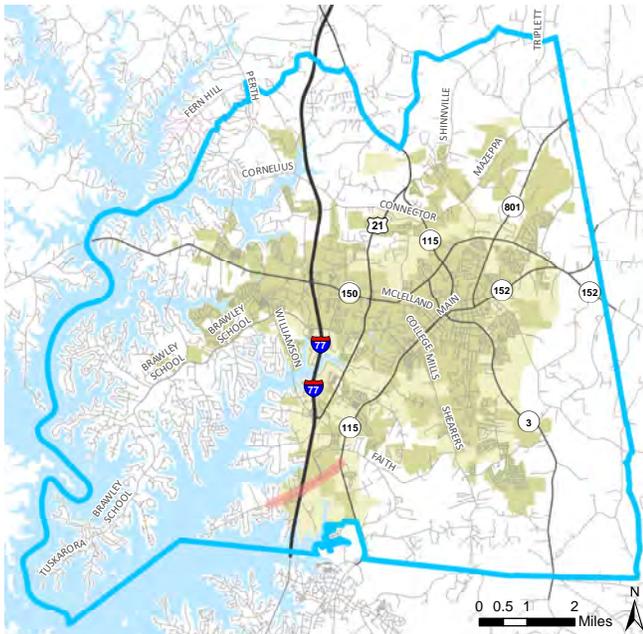
Recommended Intersection Improvements

Strategic Corridor
Planning Boundary
Lake Norman
Town Limits
ETJ

N

Illustrative Cross Section (west of Lowe's campus)

Sidewalk | Travel Lane | Travel Lane | Travel Lane | Median | Travel Lane | Travel Lane | Travel Lane | Sidewalk

*Note that cross section above is an illustrative example of what the corridor could look like, and is subject to change once the design/construction phase begins.

GUIDANCE FOR DECISIONS

This section contains intended outcomes of the Plan and policies that support connecting people and places. Both intended outcomes and policies provide guidance for Town decision-makers and include reference numbers for ease of use.

Intended Outcome 4-1
Foster Internal and External Connections

Mooresville's transportation system should connect residents and visitors with local amenities as well as provide opportunities to link with regional entities and surrounding jurisdictions.

Policy 4-1-1
Identify and Prioritize Missing Connections in the Transportation Network

Connecting existing infrastructure is both simpler and more cost effective than building new facilities. Filling in the gaps in the existing mode networks creates a more efficient system that provides the community with easier and safer travel and more transportation choice.

Policy 4-1-2
Support Efforts and Projects that Improve Connectivity Over or Under I-77

I-77 is a very real barrier for travel in Mooresville, especially via bicycle and pedestrian modes. New and safer ways for bikes and pedestrians to cross I-77 create a more connected and unified Mooresville. Additionally, future interchanges and road crossings will help to alleviate pressure on existing facilities.

Policy 4-1-3
Continue to Work With Local Partners on Transportation Solutions

Mooresville is just one community in a very large and growing metropolitan region. The more that the Town can be involved with local partners as part of the regional decision-making process, the more likely it is that eventual outcomes are favorable for Mooresville. This also includes partnering with regional transit agencies like CATS and ICATS.

Policy 4-1-4
Support Multimodal Connectivity to Downtown

Downtown Mooresville is a unique amenity that continues to be economically strong. Urban core areas are typically more vibrant when they don't solely rely on personal motor vehicles to be accessed. Supporting and prioritizes projects that allow residents to more easily access Downtown via alternative transportation (biking/walking/transit) will only improve the vibrancy of the area.

Policy 4-1-5
Prioritize Efforts and Projects that Link Mooresville to New Developing Areas and the Larger Region

Regional connectivity is extremely critical to Mooresville's future growth. This connectivity should not be just for vehicular travel, but also for biking, walking, and transit services. These regional connections bring more new residents to the area, attract visitors, and help grow the local economy.

Policy 4-1-6
Support Development Along Priority Corridors

Mooresville's priority corridors, outlined earlier in this chapter, were identified because of their importance for future growth areas and regional connections. Supporting appropriate development along these corridors helps to achieve their vision as outlined by the Town.

Intended Outcome 4-2

Create More Transportation Options and Choice for Users

The Mooresville community should have a variety of transportation options that they can utilize based on the type of trip they are making. Having more options reduces the reliance on personal vehicular travel and costly capital roadway projects.

Policy 4-2-1

Assess Active Transportation Options for All New Roadway Projects and Widenings

The perfect time to implement bicycle and pedestrian infrastructure is when larger road projects are already occurring. As new roadways are being built, the Town should assess the validity of adding bike/pedestrian infrastructure to the facility, using this document as an initial guide. This can occur for new roadways that are being constructed, as well as for other road widenings and intersection improvements. Adding active transportation infrastructure at these times is much more cost and time efficient than retroactively implementing after the roadway construction as been finished.

Policy 4-2-2

Reassess Town Ordinances to Determine Whether they are Viable for Future Growth of the Active Transportation System

The Town should reflect on existing ordinances and make changes when the current ordinances do not meet the stated goals and objectives of this plan. These ordinances, in conjunction with the guidelines of this plan, should inform future development decisions related to the multimodal transportation network.

Policy 4-2-3

Set Priorities and Goals for Construction of New and Infill Sidewalks, Bike Facilities, Shared-Use Paths, and Transit Facilities

Creating standards for prioritizing bike/pedestrian/ transit infrastructure is critically important to the decision making process. Use criteria such as: distance from schools, distance from transit services, ADA characteristics, potential connections, ridership goals and Vision Zero policies. These criteria can help to create a formula for prioritizing future projects and planning efforts.

Policy 4-2-4

Include Art, Education, and Cultural Amenities Along Bicycle and Pedestrian Facilities

Local art, education, and culture help to create more vibrant and inviting bike/pedestrian facilities. These kind of amenities also encourage younger members of the community to utilize them, thereby growing the population of people who look to biking and walking - reducing the reliance on automobiles.

Policy 4-2-5

Explore Innovative Transportation Technologies

The Town should invest resources in assessing the value of implementing any number of new, innovative technologies. This includes, but is not limited to, ridesharing, dockless scooters and bikes, autonomous and connected vehicles, and zero emission vehicles. Understanding these options and the potential impacts will help guide future decisions for technology investment.

LINKAGE TO VISION & VALUES

The outcomes and policies in the Connecting People and Places chapter support the Town's overall vision and values through creating more connection and choice throughout Mooresville's transportation system.

Enduring
Fostering existing and new connections helps to create a transportation network that is sustainable through future growth periods.

Connected
Transportation is all about connection. Providing infill and regional connections for all modes helps grow the Town in a smart and efficient manner.

Inclusive
Not everyone in the community has the opportunity or desire to own a vehicle. For those people, providing more transportation choice is critical to their success. This plan helps connect more people with more options.

Innovative
Mooresville is marrying innovative land use and transportation strategies to foster growth of the transportation system that is context sensitive and unique to the character of the area it exists.

JOHN FRANKLIN MOORE
1822-1877

Pioneer citizen. Donor
land for civic use. Mooresv
was named in his h

Erected by
Battle of Bentonvill
United Daughters of C   950.

Promoting a Vibrant Economy

In Chapter 5, Promoting a Vibrant Economy, this Plan promotes the growth and retention of a vibrant economy built on production-oriented, office and service, tourism, and emerging businesses through increased flexibility for development in employment areas, cultivation of local partnerships, and attraction of a talented workforce with diverse accessible living opportunities.

INTRODUCTION

After earlier eras as a true mill town and then embracing the racing industry, Mooresville is prepared to write the next chapter of its economic history, not based on any one single industry, but on seizing opportunities.

Mooresville is a well-connected part of the larger Charlotte region and has been a desirable place to both live and work. Changing market preferences will require flexibility to keep hold of that strength.

Promoting a vibrant economy requires more than recruiting businesses. It requires maintaining the variety of activity spaces and neighborhood types that attract and retain talented workforce and ensuring there are places the workforce can afford to call home.

Renovated Mooresville Cotton Mill

BIG IDEAS FOR PROMOTING A VIBRANT ECONOMY

• Mooresville's Economic Base will be Stronger and More Diverse

• A Talented Workforce will Call Mooresville Home

• Partnerships will Help Develop the Mooresville Community and Economy

OUR ECONOMY AT A GLANCE

Mooresville's four largest job sectors are retail trade, management of companies or enterprises, manufacturing, and accommodation and food services. These industry sectors collectively account for over half the jobs in the area. There are large employers outside these sectors, including Lake Norman Regional Medical Center.

Housing cost indicators including median home values are higher in Mooresville than Iredell County or the Charlotte MSA as a whole.

Additional economic facts and figures are available in the Appendix: Snapshot Report, produced as a part of the OneMooresville process and relying on available data including the most recent decennial census and American Community Survey.

Regional Comparison of Housing Costs

	Mooresville	Iredell County	Charlotte MSA
Median Value for All Owner-Occupied Housing Units	$194,500	$169,300	$172,800
Median Selected Monthly Owner Costs	$1,275	$939	$1,099
Median Selected Monthly Owner Costs as a Percentage of Household Income	19.50%	18.00%	18.30%

Source: ACS 2016 (5-year estimates), retrieved from Social Explorer

Primary Jobs by Industry Sector in the Mooresville Planning Area

Industry Sector	Percent
Retail Trade	15.3%
Management of Companies and Enterprises	14.2%
Manufacturing	11.1%
Accommodation and Food Services	10.0%
Health Care and Social Assistance	8.8%
Construction	7.0%
Professional, Scientific, and Technical Services	5.4%
Administration & Support, Waste Management	5.1%
Educational Services	5.1%
Wholesale Trade	4.8%
Arts, Entertainment, and Recreation	4.3%
Other Services (excluding Public Administration)	2.3%
Finance and Insurance	2.2%
Public Administration	1.8%
Information	1.0%
Real Estate and Rental and Leasing	0.9%
Transportation and Warehousing	0.5%
Agriculture, Forestry, Fishing and Hunting	0.1%
Utilities	0.1%
Mining, Quarrying, and Oil and Gas Extraction	0.0%

Source: OnTheMap, U.S.Census Bureau, LEHD (2015)

Economic Opportunity Zoning and Top Employer Sites

LEGEND

Town Zoning

- Residential Mixed-Use
- Residential Mfr'd Home
- Neighborhood Mixed-Use
- Corridor Mixed-Use
- Village Center
- Town Center
- Highway Business
- Hybrid Industrial
- General Industrial
- Exclusive Industrial
- Planned Campus

Iredell Zoning

- Neighborhood Business
- Office / Institutional
- Highway Business
- General Business
- Light Manufacturing
- Heavy Manufacturing

Top Employers

1. Lowe's Companies, Inc.
2. Lake Norman Regional Medical
3. NGK Ceramics, USA Inc.
4. BestCo, Inc.
5. Team Penske
6. Carolina Beverage Group
7. Pactiv Corporation
8. Berry Global
9. Roush Yates Engines

- Planning Area
- Iredell County
- Interstate
- US & NC Route
- Main Road
- Mooresville Town
- Mooresville ETJ
- Other Municipalities
- Lake Norman

COMMUNITY ISSUES AND KEY INFLUENCES

Mooresville in the Regional Market

Mooresville is an integrated part of the larger Charlotte regional market. The Town is both a source of talented workers and an employment center, though only about 30% of workers living in the planning area also work in the planning area.

Connections to the Region

The planning area is divided by I-77, which has four exits in Mooresville. Regional connections in the eastern part of the planning area provide easy access to I-85. With increasing traffic on I-77, I-85 is becoming a more efficient way to access regional destinations. (For more on the interstates and transportation, see Chapter 4: Connecting People and Places). Though there is no active passenger rail station in Town, key rail lines help Mooresville manufacturers access the freight network.

Regional Ties and the Daily Commute

Every workday the Town sees a large population movement. Just over 70% of workers employed in the planning area live outside of it. Nearly 70% of working residents of the planning area go to work outside of the area. Much of this movement is area residents commuting to Charlotte and workers from further out in the region commuting to Town.

See Snapshot Report for further discussion

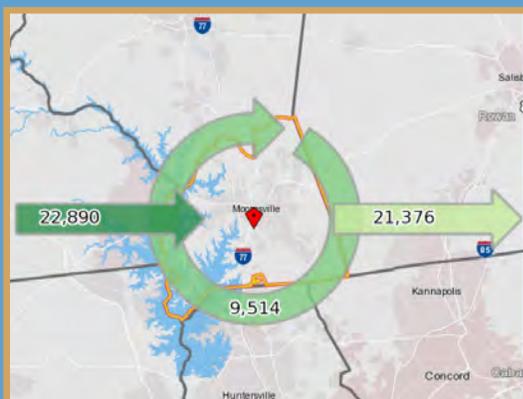As new transportation investments are made they can become a focal point for new commercial development and employment growth supported by workforce housing. These changes include express lanes on I-77, interchange improvements on I-77 including at Cornelius Road, improvements to NC-150, and the future East-West Connector and North-South Parkway.

Production-Oriented Businesses

Production-oriented businesses, such as manufacturers, are dependent on the freight network of trucks and trains to get supplies to manufacturing facilities and goods to market. Warehousing has similar requirements. National increases in e-commerce has grown demand for warehouse sites near urban centers such as Charlotte. These sites can be a staging area for "last mile" delivery of online orders. Nearly all available industrial space in Iredell County is designed for warehousing and distribution. Flexible industrial space, which can combine office, manufacturing, and warehousing, is also in high demand in Iredell County with a lower vacancy rate (2.9%) than the region (5.4%).

Some of the demand for these spaces is driven by the concentration of racing-related businesses and automotive shops. Seven of the top businesses with the most employees in the area can be characterized as manufacturing or industrial. Much of the Town's industrial and flex-space is in three adjacent industrial or business parks near Mazeppa. Additional land may be made available for industrial and employment uses around the existing business parks and near the updated Cornelius Road interchange. (See "Expand Opportunities for Business Development to Targeted Areas" on page 154).

Industrial space is often separated from other uses. Some traditional factory operations produced light, noise, smells, or traffic that might spark complaints from a neighboring retail business or residential

Mooresville in the Region

Merino Mill: The mill is a local success story for mixed-use spaces and adaptive reuse of historic structures.

neighborhood. With modern regulations and refined manufacturing technologies, there are many industrial models that no longer need the same separation. Separating industry also places workers far from the restaurants or personal services they may want to use on a break or after their shift. There may be room to place some business-serving commercial establishments, such as restaurants and personal service retail, nearby industry and business parks to improve the convenience of the park. This combination can serve as a selling point for businesses looking for a home in Mooresville.

Office and Service-Oriented Business
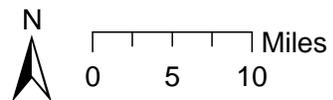
National trends in office space are moving toward preferences for more integrated "city-like" locations. Organizations including Smart Growth America and the Commercial Real Estate Development Association have documented this growing preference. Office and service-oriented businesses need to attract both customers and talent. Quality of life issues factor into where talented employees decide to work. An office located where there are pleasant walks to common destinations, nearby neighborhoods, and easy access to parks, entertainment, or night life has an advantage over an office without these amenities.

One response of municipal governments has been to make employment districts more flexible, to allow for services and residences, and to allow for a variety of business uses such as offices, maker-spaces, and research and development. Successful companies and successful towns are evolving to stay competitive. (See "Examples: Increasingly "Urban" Suburban Commercial Spaces" on page 152).

Mooresville has its own success story in the Merino Mill, where one side of the original Mooresville Cotton Mill has been renovated. The mill was renovated as a design showroom, and is now being converted again to add office space. The offices are attractive in part because of the restaurants that have been developed on site, the proximity to downtown, and the character and history of the mill and nearby Mill Village neighborhood. The mill showcases the viability of mixed-use spaces, and of reinvigorating older structures by adapting them to new uses.

Retail in strategic locations is a common aspect of many of these new models. The success of retail is directly tied to access to customers. Mooresville's projected population growth is an opportunity to attract retailers who may not have considered the market when the Town was smaller. Accepting the population growth that is coming with the growth of the region as a whole is a key part of securing these more vibrant spaces.
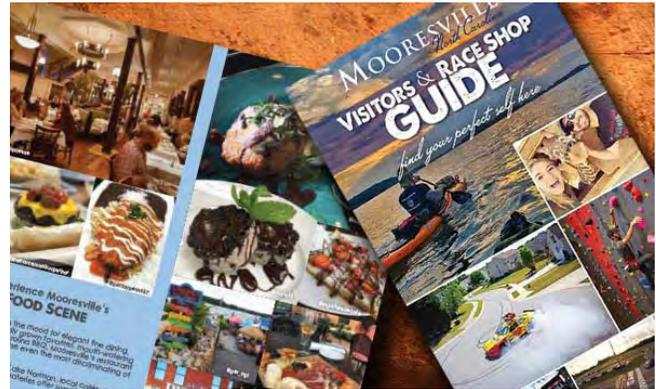
Tourism

Tourism can bring additional economic value to an area and elevate its regional or national profile. Mooresville's tourism and hospitality sector is currently a modest part of the Town's economic mix. The Town, like many communities, uses a dedicated convention and visitor's bureau to help promote itself to visitors. Mooresville is in a favorable location to develop its tourism and hospitality sector. Access to nearby interstates connect hotels and attractions to the region. Lake Norman is a regional destination; however, within the planning area direct access to the waterfront is only available to private landowners. Efforts to create public access to the lake could grow tourism for the community. Downtown Mooresville and the Charles Mack Citizen Center are a magnet for conferences and events. In addition, the development of the Mooresville-Charlotte Trail could bring additional tourists.

Supporting the Economy through Partnerships

Iredell County Economic Development Corporation (ICEDC)

Active recruitment is sometimes necessary for economic development, especially when trying to add or grow targeted industries. Identifying development sites, assembling local market data, and providing workforce training opportunities are among the ways to attract appropriate businesses. Different economic development leadership models exist. In Mooresville, recruitment is assisted by the Iredell County Economic Development Corporation, which receives funds from the Town, Iredell County, major area employers, and the real estate and development community, and in turn promotes the area for new businesses and growth.

Mooresville Visitor's Guide

Attracting and Keeping a Talented Workforce

Cultivating a talented local workforce promotes the local economy by attracting quality employers and serving as the starting point for new homegrown small businesses. The workforce living in Mooresville is also the same group of people who are the residents and neighbors who lend their vitality to making this community special. Hosting public and private institutions like Mitchell Community College and the NASCAR Training Institute helps to build skills within the community. Some skilled students may become new residents that enjoy the family-friendly environment and local amenities. To nurture this group locally, homes must be in a desirable place, available at a variety of price points, and offer an attractive quality of life. The efforts in this Plan help to shape Mooresville as a desirable home, and assist in workforce recruitment and retention. Chapter Seven: Serving the Community includes discussion of many of the underlying infrastructure and local services including police, fire rescue, and schools that shape the experience of residents.

Housing and Neighborhood Choice

Companies that call Mooresville home hire employees that earn varied wages. All of these people who work in Mooresville contribute to the success of the local economy and are part of the community fabric. However, not all workers can afford to live in Mooresville.

The match between workforce and jobs is most compatible when there are many types of neighborhoods, from secluded single family homes to urban-style downtown living, and when there are homes attainable at local wages within those neighborhoods. This double variation in both type and price make for a healthy, complete community. If a worker's economic circumstances change to where they want or need a different housing type, having a variety of local neighborhoods and house types allows people the flexibility to move while still being connected to the community. Having options to rent or own can also provide needed flexibility.

Single-family housing has consistently remained as roughly three quarters of the housing stock as the overall number of housing units has risen over time. Just under one quarter of housing units were multifamily (apartments, townhomes, or similar) in 2016. That same year more than a quarter of housing units were renter occupied (37%). The rental market in Mooresville is more than just apartments. Many people are renting single family homes.

Total Housing Units by Type

Source: US Census Bureau 2000 and 2010; ACS 2016 (5-Year Estimates)

Tenure for All Occupied Units

Source: ACS 2016 (5-Year Estimates)

Workforce housing is not easy to achieve. Nationally this is one of the more pervasive community issues that local governments are addressing through a variety of tools. Mooresville has developed a bonus density program to incentivize development of attainable housing and is considering other tools to expand workforce housing choices in Town. The communities that do succeed are not only protecting their residents, but are also enjoying a competitive economic advantage in attracting both talent and businesses.

Connection to Education

A high quality education is a point of pride for a community, an obligation to future citizens, and a recruitment tool for new businesses and employees with children. High performing schools can be a baseline criterion for a business looking to relocate. Mooresville has a strong grade school education system split between two public school districts, charter schools, and private schools. Working with the school systems and fostering opportunities for learning is a prudent part of promoting the economy.

"Missing Middle" Housing

Since World War II, the planning policies or zoning ordinances of many communities separated single-family homes from all other housing types. Prior to that time, neighborhoods were often built with a mix of similar scale housing types to provide housing choices within the same neighborhood.

These "missing middle" housing types - including duplexes, triplexes, bungalows, courtyard apartments, townhouses, and others - are opportunities to increase housing choices in Mooresville at a scale that is comparable to existing single-family neighborhoods. These types can help ease the transition between traditional single-family home neighborhoods and large apartments. They also can serve as part of the solution for workforce housing.

Townhouses in Kentlands, MD

Opportunities for Workforce Education and Training

Forward-thinking businesses partner with school districts, community colleges, and training centers to develop useful workforce training programs. Town governments sometimes help facilitate discussions for developing programs and generally support, advertise, or even host a location for these programs for the benefit of the local workforce.

Supporting New Ventures

Emerging workspaces such as coworking offices, live/work spaces, and incubators can help a local talented workforce develop new businesses. Providing space and training that can be used as a stepping stone to being an established employer encourages a virtuous cycle where local residents start the businesses that drive and promote the local vibrant economy.

NASCAR Technical Institute

EXAMPLES: INCREASINGLY "URBAN" SUBURBAN COMMERCIAL SPACES

This plan highlights successful examples or case studies. They serve as tools for understanding how community issues and key influences have been addressed by other communities.

For over a decade, retailers and employers have rediscovered the financial and competitive benefits of walkable, mixed-use spaces. This is a national trend. Many businesses that had located in suburban environments have moved to downtowns and central business districts, or through redevelopment have created more urban spaces. This is a departure from the earlier trend toward suburban malls and stand-alone office parks with abundant parking.

Many of the suburban commercial spaces that are still growing and succeeding have adapted to resemble the once again desirable downtowns. These include

breaking superblocks into an internal grid of streets, more pleasant walking and biking paths, and a mix of uses including retail, commercial office, and residential space. They often advertise as "Live-Work-Play" destinations. More than one-half of the region's 1.7 million square feet of new office space is under construction in Uptown Charlotte, indicating strong demand for space in this type of environment.

An example of this type of transformation, the **North Hills** development in Raleigh has made the transition from a classic mall into a more urban suburban place. Aerial views from 2002 and 2018 show the mall structure has been broken up with streetscape and a common plaza. Some surface parking has been converted into new buildings to provide flexibility and sculpt more of a neighborhood experience.

Google

North Hills, 2002

(See "Ten Principles for Reinventing America's Suburban Business Districts," Urban Land Institute 2002; and the more recent "The Mighty Urban-Suburban Submarket," CBRE 2017)

Google

North Hills, 2018

Google

North Hills Streetscape, 2018

Retail-first places are not the only spaces being reinvented. Suburban land outside Richmond in Henrico County, VA, has a glut of suburban office space. New plans for the **Innsbrook** area include replacing surface parking with residential buildings and mixing in retail and restaurant space to hold on to the commercial businesses.

Implementation can be a challenge. Though plans were made in 2012, construction is just beginning in the wake of a change to the county zoning ordinance at the end of 2017. A new zoning district allows mixed-use development in office parks and requires building and street form and design standards be met.

(c)Google

One of the first approved additions to Innsbrook, adding residential buildings on both vacant land and replacing a surface parking lot

Map from the Innsbrook Next Plan showing new development in orange framing the existing predominantly office buildings in white

GUIDANCE FOR DECISIONS

This section contains intended outcomes of the Plan and policies that support the intended outcomes. Both intended outcomes and policies provide guidance for Town decision-makers and include reference numbers for ease of use.

Intended Outcome 5-1

Mooresville's Economic Base will be Stronger and More Diverse

A diverse economic base is a resilient economic base that can help the Town weather future fluctuations in the market. The Town will act to strengthen existing employment sectors and allow for new employment sectors to develop.

Policy 5-1-1

Support a Variety of Employment Sectors

Through the current partnership with ICEDC, the Town will aggressively work to recruit, develop, and retain businesses from a variety of employment sectors. This includes production-oriented businesses, office and service-oriented businesses, tourism, and new opportunities that may arise. It also includes programs to foster home-grown small businesses.

Policy 5-1-2

Support Flexible Physical Development Standards to be Responsive to Business Preferences

Regulations will be reviewed to ensure employment areas are attractive for both businesses and employees. Increased flexibility in development standards will allow for more mixed-use areas and allow for the integration of office, research and development, maker spaces, and other innovative spaces. This includes allowing the transformation of office parks, strip commercial plazas, and underutilized industrial sites. Where industrial and manufacturing practices are not compatible with residences, flexibility will still be added to accommodate mid-shift services such as restaurants or convenience stores. Market changes will be monitored to ensure flexibility is sufficient to meet evolving business preferences. Even with the greater focus on flexibility, land will be protected for employment uses. These policies are supported through the guidance of the Future Character and Land Use (FCLU) portion of Chapter 3: Shaping Development.

Policy 5-1-3

Encourage Adaptive Reuse of Older Buildings

Well built distinctive older buildings have been successfully rehabilitated to suit new uses in Mooresville and as a trend across the country. Regulations will be reviewed and resources explored to help encourage the reuse of older buildings, with an emphasis on Downtown and historic structures.

Policy 5-1-4

Ensure Business Development is Located Where it can be Efficiently Served in a Sustainable Manner

Regulations will be reviewed to allow for the location of employment and commercial uses near and within activity centers and along mixed-use corridors. New or renovated employment areas will reserve space for multi-modal service including pedestrianways, bikeways, and transit stops. Environmentally sustainable features will be encouraged.

Policy 5-1-5

Expand Opportunities for Business Development to Targeted Areas

Target initiatives to open business opportunities at new centers for commercial development in southern Mooresville, in Downtown, along redeveloping portions of NC-150, and at the new Cornelius Road I-77 interchange.

Intended Outcome 5-2

A Talented Workforce will Call Mooresville Home

A talented workforce is a draw for successful and ambitious businesses and a source of entrepreneurs who will develop their own new ventures. The Town will nurture an environment and provide services that attract and retain talented workers.

Policy 5-2-1

Enable the Creation and Preservation of a Variety of Neighborhood and Housing Types

There is no single preferred neighborhood or housing type for all members of the community and workforce. Mooresville will allow development of a variety of neighborhood types and seek to ensure some homes are attainable for the workforce within the neighborhoods. Incentives or regulations to develop "missing middle" housing and infill housing, programs to develop new inclusionary workforce housing, and rehabilitation of substandard housing are consistent with this policy.

Policy 5-2-2

Foster Centers of Community Life and Gateways that Help Enrich and Define the Daily Experience of Residents and Local Workers

A community is more than a collection of houses and businesses. Mooresville will stay desirable to workers by cultivating centers of activity and community life that enrich the experience of residents and local workers. Opportunities to increase amenities accessible to Town residents, such as greenways, parks, entertainment options, and neighborhood gathering spaces will increase the quality of life in Mooresville.

Policy 5-2-3

Nurture Downtown as a Community-wide Amenity

Having a true walkable mixed-use downtown is a major benefit to the community. Mooresville will strengthen the core of Downtown by improving the pedestrian environment, enabling infill development, keeping the area attractive to niche retail, restaurants, and entertainment, and considering ways to extend the experience from Main Street to Broad Street. Build reinvestment momentum on surrounding corridors while being mindful of displacement of existing residents.

Policy 5-2-4

Create a Better Experience for People in New and Renovated Developments

The Town will be proactive in improving the bicycle and pedestrian environment, requiring development to be transit ready, and ensuring commercial and mixed-use developments have publicly accessible components like urban plazas.

Intended Outcome 5-3

Partnerships will Help Develop the Mooresville Community and Economy

Cultivating the Mooresville community and economy is the work of more than Mooresville's municipal government. The Town will improve the business climate and lifestyle by partnering with institutions that have the capacity, incentive, or expertise to advance the community vision and values in creative ways.

Policy 5-3-1

Partner with Businesses to Create Places Where Businesses and Their Employees can Thrive

The Town's businesses can be partners in economic development. The Town will work with employers developing and redeveloping master plans to connect spaces open to the public to greenway and transit networks. The Town will consider appropriate public private partnership opportunities or corporate sponsorship in creating amenities such as business incubators, park facilities, shuttle service, or transit hubs that also make Mooresville a more desirable place to live and work. The Town will work with businesses to recruit other businesses that provide commercial services and help grow economic sectors.

Policy 5-3-2

Assist in Creating Development Opportunities

The Town will assist in creating vibrant commercial and mixed-use spaces by strategies such as coordinating transportation and greenway connectivity; assembling sites in target areas including community gateways to promote to businesses; and purchasing, repairing, and/or cleaning blighted properties for resale.

Policy 5-3-3

Partner with Educational Institutions to Cultivate a Skilled Local Workforce

The Town will work to connect businesses with local educational institutions including grade school, higher education, adult lifelong learning, and technical training to help residents develop desirable skills. Creating business incubation space or small business services that allow the skilled local workforce to develop new businesses is consistent with this policy.

LINKAGE TO VISION & VALUES

The outcomes and policies in the Promoting a Vibrant Economy chapter support the Town's overall vision and values through expanding on the Town's economic foundation, taking advantage of connections to the region, creating opportunities for local workers to live in Town, and being responsive to employment trends to make Mooresville a more enduring, connected, inclusive, and innovative place to live.

Enduring

This Plan supports building off of the Town's existing economic foundations to expand and diversify businesses and create a more vibrant local economy.

Connected

The success of Mooresville's economy is linked to the larger region. A healthy and diverse economy is dependent on keeping, expanding, and improving the physical infrastructure and economic connections.

Inclusive

The strength of Mooresville's economy is built on the strength of the Mooresville workforce. This Plan supports providing opportunities for residents to benefit from a vibrant economy and create new opportunities for workers to live in the Town where they work.

Innovative

Mooresville will respond to the changing needs and preferences of employers and employees, including allowing for new flexibility in developing modern employment centers.

Investing in a Sustainable Future

Chapter 6, Investing in a Sustainable Future, provides a framework for the Town to protect environmental resources, community health, green spaces and trees, and to embrace local connections to larger environmental landscape challenges. These serve as an investment toward preserving and enhancing the quality of the local environment, making it easier for residents to pursue a healthy lifestyle, and addressing global environmental concerns at a local level.

Find Inside:

INTRODUCTION

Environmental resources within Mooresville, including wildlife communities, watersheds, green spaces, and trees, provide important services to the health of the community. As the Town continues to develop, investment in sustaining natural ecosystems is a useful framework for providing the parks and greenways that are a healthy outlet for physical activity and for ensuring environmental resources continue to flourish in the future.

Discussion in this chapter includes the concept of "resilience." Resilience is the ability to withstand and adapt to environmental changes and prioritizes a bend-don't-break strategy. Although the concept is frequently used in terms of floods and sea level rise, it is also appropriate as a response to bigger, more gradual and diffuse changes as may occur in a shifting climate, such as changing weather patterns and increased frequency of storm events.

BIG IDEAS FOR INVESTING IN A SUSTAINABLE FUTURE

- Mooresville will Preserve and Enhance the Quality of its Natural Environment

- Residents of Mooresville will Easily be Able to Pursue a Healthy Lifestyle

- Mooresville will Address Global Environmental Concerns and Trends with Appropriately Scaled Local Actions

OUR NATURAL ENVIRONMENT AT A GLANCE

The natural environment in Mooresville is intrinsically connected to the broader region and affected by national and global forces. The waters, landscapes, and air serve as habitat for natural communities, provide important ecosystem services, and improve and enrich the lives of Mooresville residents.

Lake Norman, the largest man-made lake in the Carolinas by volume, is the source of drinking water for Mooresville and the region. The lake is managed as a part of the Catawba River Basin. The Catawba and Yadkin-PeeDee River Basins roughly split the planning area in two with the majority a part of the Catawba in the west.

Along the smaller streams of the watersheds are some wetlands and Federal Emergency Management Agency (FEMA) Flood Zones, based on areas with a

predicted 1% chance of annual flooding. In general, close monitoring and management of Lake Norman along with favorable elevation leave very little of Mooresville susceptible to flooding. Changing climate and weather patterns require reevaluation over time.

Mooresville is firmly in the piedmont ecoregion as defined by the North Carolina Wildlife Resources Commission, and like much of the region the natural condition of most of the land is forested.

Managed conservation lands offer the highest degree of protection of the natural ecosystem. Many of these lands are under management by land trusts or secured with conservation easements. Additional natural lands and parks contribute habitat for wildlife and recreation space for residents. (See Environmental Features Map, page 162).

Environmental Features Map

LEGEND

Catawba River Basin		Lake Norman	
Yadkin-PeeDee River Basin		Wetlands	
Managed Conservation Areas		FEMA Flood Zones	
Natural Hertiage Element Occurence		Planning Area	

COMMUNITY ISSUES AND KEY INFLUENCES

Environmental Resources

Natural communities and systems are at the heart of the Mooresville environment. Management of the local watersheds plays a critical role in determining future preservation and development.

Nature and Wildlife

The North Carolina Natural Heritage Program (NCNHP) defines "elements of natural diversity" as assemblages of rare or exemplary plants, animals, natural communities. In Iredell County NCNHP recognizes ten plant species, nine vertebrate species, and nine invertebrate species, as well as 19 "natural communities" and "animal assemblages" more generally with some form of monitoring or protection. Within the planning area, only two "occurrences" or specific reports register the existence of any of these species or communities.

It is important to consider the connectivity of natural lands. Protections are most beneficial to wildlife populations when land is conserved in hubs and corridors to provide connected areas for habitat and migration.

Watersheds

The broader Catawba and Yadkin-PeeDee River Basin watersheds are subdivided by the state and designated based on use as a drinking water supply and feasibility of protection. There are four Water Supply (WS) designated areas within the planning area. Each has low density and high density options based on meeting additional criteria. Generally, there is less allowed density to the east than the west. See Regulatory Water Supply Watersheds Map on page 164.

WS-IV Catawba/Lake Norman Critical Area

Extending up to one half mile from the water supply, this area allows two dwelling units per acre or 24 percent built upon area using a low density option and up to 50 percent built upon area using a high density option.

Bog Turtle, one of the recognized species in Iredell County, USFWS

WS-IV Catawba/Lake Norman Protected Area

Extending from the critical area out five or ten miles depending on geographic conditions for WS-IV, this area allows two dwelling units per acre or 24 percent built upon area using a low density option and up to 70 percent built upon area using a high density option.

WS-II Back Creek Balance of Watershed and WS-II Coddle Creek Balance of Watershed

The balance of watershed category regulates areas of the water supply watershed beyond the one-half mile critical area for WS-II. These areas allow one dwelling unit per acre or 12 percent built upon area using a low density option and up to 30 percent built upon area using a high density option. The WS-II critical areas for Back Creek and Coddle Creek are outside of the planning area.

Some areas in the south and north parts of the planning area do not have additional density restrictions based on the surface freshwater classification system. For more details see the North Carolina Department of Environmental Quality (DEQ) Division of Water Quality (DWQ), including *A Guide to Surface Freshwater Classifications in North Carolina (2011)*.

Regulatory Water Supply Watersheds Map

MODIFIED 08/29/2018

LEGEND

▢	Planning Area
▢	Lake Norman
━━	Interstate
──	US & NC Route
──	Main Road

Watersheds
Yadkin-PeeDee River Basin

▢ WS-II-Balance of Watershed, Back Creek

▢ WS-II-Balance of Watershed, Coddle Creek

▢ No Watershed Regulations

Catawba River Basin

▢ WS-IV-Critical Area, Catawba/Lake Norman

▢ WS-IV-Protected Area, Catawba/Lake Norman

Impermeable Surfaces

When water cannot seep into the soil where it falls it flows faster and harder toward a river or reservoir. Faster more forceful movement can scour a stream bed, increasing erosion and decreasing the stability of a watercourse over time. In intense or prolonged storms the natural ability of the soil to accommodate rainfall can be overwhelmed. Impermeable Surfaces and hardscapes like parking lots and buildings can increase the instances of damaging rain events by pushing more water onto less soil. As more land is developed, the effect increases. Organic compounds that run off lawns and streets without filtering through the soil or wetlands can introduce pollutants or spark algal blooms when they reach a lake, reservoir, or stream. Water quality in Mooresville is generally good and the effects of these forces is not dire, however as more land is developed in the planning area and throughout the watershed there is the potential for increasing concern. Certain development patterns and technologies can limit or mitigate impermeable surfaces to moderate the effect. Clustering development accommodates more built space over less land, and design standards deemed "low impact development" can slow the course of water through the system.

Low Impact Development Strategies

Common Low Impact Development (LID) strategies incorporate "green infrastructure" to mimic natural hydrological patterns and allow water to infiltrate the soil. LID strategies either filter pollutants or slow the path of water, reducing strain on stormwater systems and natural channels

Bioswales, Rain Gardens, and Tree Box Filters, nurture ground cover, low landscaping, and trees, respectively. All three strategies include a mass of soil or underground container to delay the water long enough to support the growth of plants above. The result can be aesthetically pleasing and often use native plants for best results.

Green Roofs place plants and soil atop buildings, which limits runoff from the built area. A green roof can better insulate a top floor, reducing energy costs. The additional load on the roof and the retention of water require design and maintenance considerations.

Permeable pavers offer attractive substitutes for parking lots or decks and allow water to seep into the soil where it falls.

Rain Barrels divert water from a roof to be used later for gardening or lawn maintenance at a time when the ground is not saturated by rain.

Bioswale

Green Roof

Rain Garden

Permeable Pavers

Tree Box Filter

Rain Barrels

Community Health

Community health can be addressed beyond the medical examination room. Development patterns and community amenities can provide opportunities that make healthy living easier for residents.

Health Trends

While Iredell county does not exhibit an acute healthcare concern, local statistics suggest the County, including the planning area, exhibit the same health challenges seen statewide. Nearly 30 percent of adults have obesity. Over nine percent of adults have been diagnosed with diabetes. Diet and physical activity have the ability to reduce risk factors in individuals, and the Town can provide more opportunities to pursue a healthy lifestyle.

Physical Activity

Physical activity is directly tied to personal health. Generally, increasing everyday physical activity addresses risk factors for common ailments. People can be physically active in pursuit of transportation or recreation and leisure.

The Town can build transportation networks and encourage development that allows people to get to their destination safely and easily by bicycle or walking. When there is a mix of land uses near to each other, it is not always necessary to get into a car to reach home, work, school, a store, a restaurant, or a park. Crosswalks and traffic lights timed for pedestrians and cyclists can make this type of travel simpler. Standards for transportation network connectivity allows people to use more direct routes.

Parks and greenways which meander through a pleasant environment can increase physical activity for recreation and leisure. Recreational facilities that are varied can hold interest over time and serve the needs and desires of a diverse community. In addition to providing for playgrounds for a variety of ages, different sports, and different trails types, accessibility is a key concern to make sure there are offerings for aging members of the community and persons of different abilities.

Recent Community Health Trends

Trend	Iredell County	North Carolina
Percent of adults that have obesity (As of 2014)	28.8%	31.8%
Percent of adults diagnosed with diabetes (As of 2013)	9.3%	9.6%
Percent of adults that are current smokers (As of 2016)	17%	18%
Percent of residents getting the recommended amount of fruits and vegetables (As of 2016)	14%	13%

Sources: 2016 State of Community Health Report; NCIOM Community Profile

Mental Health and Nature

Time spent outdoors in nature has consistently well documented mental health benefits. Contact with green space has been shown to reinforce positive mental states, such as mood, energy and self-esteem, and counter negative mental states such as stress, fatigue, and depression. According to the Harvard Health and Place Initiative's review of existing scientific studies, as little as five minutes of activity outside can produce mental health improvements.

Exposure to nature can include exercising outdoors, being within a natural or green space, or even viewing nature from a window. Cultivated gardens, lawns, and tree-lined streets can all provide short-term "mental breaks." This suggests that people should have access to nature in some form where they live and where they work.

Food Options

Making healthy food choices is dependent on surrounding options. Although no local census tracts in Mooresville register as food deserts, where options are especially limited, there is always the possibility of neighborhood gaps on a more local scale. Monitoring neighborhoods can help early identification of issues or inequalities.

Clean Air and Water

The health of Town residents is dependent on the basic needs of clean air and water. Pollution of either can lead to acute or chronic harms. As of 2019, the air and water are not a major concern and are in compliance with state and federal regulations. It is essential to community health that they remain that way.

Green Spaces and Trees

Residents, workers, and visitors of the Town interact primarily with green spaces and trees in the natural environment. They are both pleasant to view and serve an important ecological role.

Parks and Greenways

Parks form a noticeable and necessary part of community character. They are a site of recreation and relaxation. The natural elements of parks give residents an opportunity to safely access and appreciate the local environment. To serve as an effective health benefit, parks must be accessible throughout the community, with neighborhood parks serving local areas and larger or more specialized parks acting as destinations. Many communities use their parks as nodes in a larger trail and greenway system that allows residents to travel easily between parks and enjoy the path along the way

Greenways have the power to connect parks, neighborhoods, and other destinations in Town into a cohesive whole. To date individual greenways have been established, including a trail through Bellingham park which serves as a piece of the regional Carolina Thread Trail, however there are still opportunities to grow the network.

Community garden such as this local example can increase healthy food acres

Play structure in Bellingham Park provides opportunities for youth to exercise

Community Desire

There is clear support for the importance of natural spaces in Town from community outreach as a part of the OneMooresville initiative. Trees, landscaping, and the walking environment ranked highly as a desirable neighborhood feature. Bicycle trails and greenways are a part of responses from multiple events and online surveys. There is a both a general desire to take advantage of opportunities where there is still open land and specific wish lists for the much-loved parks residents regularly visit.

Tree Canopy

Mature trees are said to form a canopy above public and private lands, open space, and roads. Trees improve air quality by converting carbon dioxide into oxygen. They help prevent erosion and control storm water. Trees dampen noise levels, moderate temperatures, and are visually appealing. Trees can grow slowly, and large old trees can be community landmarks for generations. The current Mooresville zoning ordinance recognizes this and includes additional protections for "specimen trees" (trees at least 36 inches in diameter at breast height - the standard measurement method for arborists).

The Arbor Day Foundation administers the Tree City USA designation. Requirements include establishment of a tree board or department, adoption of a tree care ordinance, administration of a community forestry program with a minimum budget and observance of Arbor Day. Mooresville has been a Tree City USA community for nine years, pursuing the designation to reverse the significant loss of tree cover in Town identified by the previous comprehensive plan. Canopy is both maintained and planted anew.

Local Connections to Broader Challenges

Some trends and challenges are beyond the size Mooresville can tackle alone. Still, consideration can be made and actions taken that contribute to improvement or mitigate harm. These broader challenges are both social and physical.

Environmental Justice

Land that is particularly at risk to flooding in storm events, the ill effects of varying weather, and residual effects from current or past pollution sources is often less valuable land. The cost of associated risks are often not priced into homeowner decisions. The cumulative impact is that in many communities the neighborhoods at greatest risk of community or individual harm are also the neighborhoods whose residents can least afford to absorb the cost. In some communities these neighborhoods have historically flexed less political power as well. Where they may exist, it is important for the Town to consider the impacts of environmental issues on vulnerable communities and to work to improve these conditions. These measures must be considered in Town-wide decision-making. Land use decisions inland, upland, downwind, or upwind can harm vulnerable populations living elsewhere in Town.

Global Sustainability

Local impacts are only one facet of resilience. Some communities aim to lessen their individual effect of the global output of greenhouse gases as a way to make a local contribution to a global good. The motivation can come from the strong desire of current residents to reflect community values or the opportunity to attract businesses that include resilience or sustainability as corporate goals. Programs and policies that reduce driving or increase the share of clean energy used reduce global emissions of carbon dioxide. Additional

extensive measures are promoted by organizations that represent or support municipalities such as C40 Cities, and The Adrienne Arsht-Rockefeller Foundation (successor to the popular 100 Resilient Cities program). Within the region, Charlotte has signed onto the Global Covenant of Mayors for Climate and Energy. These groups provide a road map for enacting climate-focused policies, and self check-lists for maintaining community progress.

Green Buildings

One specific tool for pursuing global sustainability is through green buildings. Green buildings are designed to consider the life-cycle of the building, including recycling post-construction waste, and performing with reduced energy and water use. Communities promote green buildings through zoning regulations, development requirements, and development incentives. Standards are often tied to one of the flagship accrediting programs such as the US Green Building Council's LEED standards. The programs are based on points for strategies or design elements and often have additional recognition for higher tiers of achievement. A private home in Mooresville achieved LEED Platinum, the highest tier, as early as 2013.

EXAMPLE: GREEN INFRASTRUCTURE OR NATURAL ASSET PLANNING

This plan highlights successful examples or case studies. They serve as tools for understanding how community issues and key influences have been addressed by other communities.

Green infrastructure strategies focus on fostering a network of natural assets throughout a community. "Green infrastructure" refers to intact tree canopy, open space, wetlands, parks, rivers, agricultural soils, and similar natural features and how they are connected within the landscape. Green infrastructure can promote active living, increase the quality of life, and increase resilience in a community.

The Town of Summerville, South Carolina has completed phases of a community green infrastructure planning initiative. In 2014, Summerville adopted a vision encouraging responsible land development and growth patterns to promote sustainability and balance among the natural and built environment. The following year the Town conducted a green infrastructure study in partnership with the South Carolina Forestry Commission and the Green Infrastructure Center (GIC), a non-profit organization. The study identified the Ashley River system as the core of the community's most valuable natural assets, and identified historical precedents for conservation, including a law passed in the mid-1800's to prohibit the cutting of certain sized trees without permission. The Study included an inventory and assessment the tree canopy, urban habitats, water features, cultural historic and scenic assets, and nature-based recreational assets throughout Summerville.

The Green Infrastructure Plan was approved in 2017 identifying goals and strategies to help facilitate future development in a manner that will reduce development impact, reconnect elements of green infrastructure and add more areas over time. These strategies include increasing public access to natural assets and to amendments to Summerville's unified development ordinance to promote tree canopy preservation, riparian restoration, and low-impact development techniques.

GREEN INFRASTRUCTURE PLAN
Town of Summerville, SC
February 9, 2017

Green Infrastructure Plan Goals

Goal A: Protect, preserve, and expand the existing natural scenic resources and open space within the Summerville planning area.

Goal B: Protect the water quality of the Ashley River and its tributaries.

Goal C: Protect the cultural and scenic resources that contribute to the area's history and culture.

Goal D: Promote appreciation and access to nature to ensure healthful landscapes and healthy communities

Map of neighborhood tree canopy. Summerville has an impressive tree canopy of 51%, which includes all of the tree coverage within town limits.

Map of the vacant parcels within 100 feet of a stream, which may have especially high potential for improving water quality in the Ashley River Watershed.

GUIDANCE FOR DECISIONS

This section contains intended outcomes of the Plan and policies that support the intended outcomes. Both intended outcomes and policies provide guidance for Town decision-makers and include reference numbers for ease of use.

Intended Outcome 6-1

Mooresville will Preserve and Enhance the Quality of its Natural Environment

The natural environment is an essential element in the health and wellbeing of the community. The Town will act to preserve key environmental features and enhance the overall quality of the natural environment.

Policy 6-1-1

Protect Sensitive Environments During Development

Mooresville will identify natural features worthy of protection when investing in infrastructure and facilities including stream buffers, wetlands, and mature tree stands. Standards will ensure public and private development accommodates natural features, sensitive areas, and environmental constraints.

Policy 6-1-2

Conserve Open Spaces

Through partnership with land trusts, conservancies, and other conservation organizations, Mooresville will support private landowners and land trusts in efforts to purchase or dedicate conservation lands and easements. Scenic areas and corridors, vulnerable watersheds, and ecologically rich environments will be prioritized. In new areas of development, cluster development will be considered as a means of achieving planned density while setting aside significant open space.

Policy 6-1-3

Reduce Pollution and Protect Air and Water Quality

Mooresville will work to limit pollution and protect air and water quality for all residents as an imperative to promoting resident health.

Policy 6-1-4

Retain a Lush Tree Canopy

Mooresville will retain a lush tree canopy including improved retention of existing canopy in new developments. Tree canopy will be a part of neighborhood character and a part of planted buffers between uses or districts. Large trees will be given separate protection and care. The Town will evaluate existing canopy to track preservation, maintenance, and additions. Both maintaining the "Tree City USA" designation and adopting an urban tree planting program are consistent with this policy.

Intended Outcome 6-2

Residents of Mooresville will Easily be Able to Pursue a Healthy Lifestyle

The Town will act in ways that open new opportunities for residents to pursue healthy lifestyles within their daily routines.

Policy 6-2-1

Develop a Network of Parks, Greenways, and Open Space

Physical activity and health will be promoted through the development of a parks, greenways, and open space network that is connected, varied, and accessible. Pieces of trail and greenway networks will be secured to connect neighborhoods, activity centers, schools, and destination parks in an integrated system. The parks of the network will provide a variety of passive and active recreation

options (including hiking trails, sports facilities, community gardens, and community gathering spaces) and preserve a variety of natural habitats. Visitors of differing physical skills and abilities will be able to access the network. The network will connect to a broader pedestrian and bicycle network within the Town. Following stream buffers or utility easements, and securing easements across existing developed property may help connect the network. Connecting to neighboring or regional networks including the Carolina Thread Trail would bring additional benefit. Developing or revising a parks and recreation acquisition strategy or master plan is consistent with this policy.

Policy 6-2-2
Secure Parks, Open Space, and Connections as a Part of New Development or Major Redevelopment

New developments and major redevelopment including residential neighborhoods, commercial areas, and mixed use centers will include context-appropriate open space accessible to the public and connected to the parks, greenways, and open space network. Open space should help improve health and livability, increase physical activity, reduce stress, and open new opportunities for social interaction. This policy is not meant as a barrier to the addition of accessible workforce housing.

Policy 6-2-3
Monitor Food Security Issues

Access to healthy food should be assessed at the parcel or neighborhood level. Where needs are found the Town will consider actions that remove barriers or create incentives to provide access to healthy food options. Ensuring the zoning code allows for responsible residential vegetable gardens, increasing the accessibility of local farmers markets, and leveraging resources through non-profit partnerships are consistent with this policy.

Intended Outcome 6-3
Mooresville will Address Global Environmental Concerns and Trends with Appropriately Scaled Local Actions

Mooresville exists within a larger regional, national, and global community. Environmental systems are interconnected at each of those scales. The size of future challenges will not prevent the Town from contributing to solutions through local actions or mitigation measures.

Policy 6-3-1
Value Justice, Fairness, and Equality when Pursuing Improved Environmental Sustainability, Resilience, and Quality

The benefits generated from environmental sustainability, resilience, and quality programs should be spread widely and include improved environmental conditions for vulnerable communities. When evaluating decisions equitable distribution should be considered alongside economic and pragmatic concerns.

Policy 6-3-2
Promote Clean Energy and Green Building Design

Mooresville will remove barriers and create incentives for developing clean energy and green buildings. Performance may be tied to best practice standards updated by entities such as the US Green Building Council, with or without actually requiring certification. The Town may lead by example with its own facilities. When developing programs for clean energy including solar and wind power, utility-scale and home-scale opportunities will be considered.

LINKAGE TO VISION & VALUES

The outcomes and policies in the Investing in a Sustainable Future chapter support the Town's overall vision and values through considering long-term environmental quality, creating a connected park and open space system, and pursuing the new environmental programs to make Mooresville a more enduring, connected, inclusive, and innovative place to live.

Enduring

This Plan supports protecting the environmental assets that make Mooresville a great place to live, work, and play so that future generations will benefit from these resources.

Connected

Creating a connected network of environmental and natural recreational features will improve the function of natural systems, expand opportunities for residents to live healthier, and protect hubs and corridors for natural wildlife and flora.

Inclusive

Investing in a sustainable future means that equitable access to natural features and their related community benefits will be available to all residents.

Innovative

Mooresville will embrace and encourage the use of clean energy and green building technologies as local innovative measures to tackle truly global environmental challenges.

CHAPTER
seven

Serving the Community

In Chapter 7, Serving the Community, this Plan recognizes the key benefits of working with regional and local service partners to identify the location and timing of major community investments, to serve the community equitably and efficiently, and to enable a high quality of life for area residents.

Find Inside:

INTRODUCTION

Providing public services to the community is a core function of municipal government. This Plan aims to do so while being true to the community Vision and Values.

This chapter recognizes the challenges faced by the many functions of government and the opportunities afforded by partnering across departments, with regional neighbors, and with motivated citizen groups. Sometimes these partnerships can be catalysts for bold action.

Resources of the Town are limited. By providing services efficiently, the Town maximizes its public revenues and maintains low costs to the community.

BIG IDEAS FOR SERVING THE TOWN

- Mooresville will Leverage Partnerships to Enhance the Community

- Mooresville's Service Assets Will be Used Efficiently

- Mooresville will have a Visible Presence Beyond the Downtown Government Campus

- Mooresville will Monitor Changes in the Community and Address Related Service Needs

TOWN SERVICES AT A GLANCE

Town Divisions and Services

Quality of Life Services:

Planning and Community Development

Charles Mack Citizen Center

Mooresville Public Library

Parks and Recreation

Mooresville Golf Course

Safety and Emergency Services:

Mooresville Fire-Rescue

Mooresville Police Department

Critical Infrastructure and Development Services:

Engineering

Public Works

Public Utilities

Water Treatment & Wastewater Treatment

Additional Internal or Specialized Services:

Accounting, Business Office (business licenses and water billing), Cemeteries, Finance, Human Resources, Public Information Office, Purchasing, Risk Management and Safety, and Technology and Innovation

TOWN SERVICES DESCRIBED

Quality of Life Services

Mooresville enriches the well being and quality of life of the community by providing social gathering and event spaces, opportunities for education, recreation, and entertainment. As Mooresville grows, there is an opportunity to increase these services and expand core facility locations. Providing a variety of opportunities throughout Mooresville is essential to meet the needs of a diverse population.

The **Planning and Community Development Department** has a key role in guiding future growth in Mooresville by developing documents like this Plan. In addition, the department oversees various "placemaking" activities, programs, and services geared towards enhancing the quality of life for the entire community.

The Mooresville Parks and Recreation Department offers a range of activities and programs that center around health and wellness in the community. This includes after school programs, dance classes and sports lessons, in addition to youth and adult sports leagues. Mooresville has a total of 15 park facilities in addition to four community recreational centers and a community swimming pool.

The Mooresville Public Library is located downtown and exists to meet the community's educational, recreational, and cultural needs. In addition to providing a variety of educational and recreational materials, the Library maintains a variety of online resources. In addition, the Library hosts youth and teen service programs and town-affiliated events.

Mooresville residents are fortunate to have access to quality school systems and options. There are two public school systems that serve the Mooresville area: the **Iredell-Statesville Schools** and the **Mooresville Graded School District (MGSD).** Existing Iredell-Statesville Schools are primarily located in the western portion of Mooresville, around Lake Norman, while MGSD serves the eastern areas of Mooresville. Through an arrangement between the districts, some properties may opt into MGSD by choice. Once they are served by MGSD there is not an option to opt out again. There are also two public charter schools in Mooresville, Langtree Charter and

Pine Lake Preparatory, and additional private schools. These schools are an integral part of the community, dedicated to providing quality education.

The Town has partnered with MGSD to create the Mooresville High School Performing Arts Center, a premiere performance space that can bring events to the Town in addition to serving as a regular performance and assembly space for the school district. The space accommodates approximately 1,600 people. The Town also maintains joint use agreements with MGSD for school recreation fields and gyms.

There are also opportunities for **advanced education** in Mooresville including the Mitchell Community College campus and the NASCAR Technical Institute. Mitchell Community College is a small two-year, public school with a campuses in Mooresville and Statesville. The community college offers a variety of educational services, including associates degree programs, certificate programs, and workforce training classes. The NASCAR Technical Institute opened in 2002 and is the only technical training school of its kind, offering a complete automotive technology program.

Safety and Emergency Services

Safety and emergency services departments have similar responsibilities to serve the Mooresville population and need to consider coverage as the Town grows. Part of that consideration will be the possibility of new stations or substations. The departments monitor demographic changes and national best practices. They consider national trends associated with the general aging of the population, including an increased volume of health and wellness checks as a part of their work. In addition, they proactively reach out to the community to engender trust.

The Mooresville Police Department is committed to providing the Town with the highest level of police service. In addition to receiving national accreditation through the Commission on Accreditation for Law Enforcement Agencies (CALEA), the Department follows a community policing philosophy known as Mooresville Police and Community Together (MPACT).

There are two patrol districts. The East District includes Mooresville's Downtown and the West District includes the areas of the Town west of US-21 south along NC-115. The Department expects to see subtle changes in crime type due to the regional influence from the City of Charlotte as the region grows.

Mooresville Fire-Rescue (MFR) has an important role in sustaining the community's outstanding response and safety rating. Mooresville is the only community with a population less than 100,000 to achieve an Insurance Services Office (ISO) rating of 1 in North Carolina. The Department oversees all fire and EMS operations. The Fire-Rescue Department operates out of five fire stations located throughout Mooresville. There is a potential opportunity to co-locate with volunteer fire stations, or to build additional fire stations in the south or west in Mooresville in order to meet future service demands. Medical response calls increasingly make up the majority of calls that MFR receives. This aligns with national emergency responses trends.

Critical Infrastructure and Development Services

Building in Mooresville requires compliance with Town plans, procedures, and regulations. Building critical infrastructure can be both a response to demand and an opportunity to generate new private investment. When land is developed, access to roads, electricity, water, and wastewater systems are essential. Infrastructure also needs maintenance and replacement at regular intervals. Some services are provided by departments of the Town and some by contracted utilities. Some sanitation systems such as garbage collection and recycling require central maintenance and processing locations.

The **Engineering Department** supports design and implementation of capital improvement projects from sidewalks and utility lines to Town facilities.

The **Public Utilities Department** reliably provides drinking water and collects and treats wastewater. Historically services have been extended separately; however more recently the Department has required annexation requests before extending water and/or wastewater service together. New sewer outfalls at Mount Mourne and Rocky River are creating new capacity for growth to the south of Town, which was considered when developing the Future Character and Land Use Areas in Chapter 3: Shaping the Future.

The **Public Works Department** oversees street maintenance, sanitation services, and maintenance of Town vehicles, facilities, and parks.

Not all local utilities are government run. **Duke Energy** and **Energy United** provide electricity to Mooresville. **Dominion Energy** provides natural gas. Each utility company is responsible for securing their own easements.

Town Provided Services

MODIFIED 02/13/2019

0   0.5   1   2 Miles

LEGEND

🔴 Fire Stations	① Town Hall	Mooresville Town	Planning Area
🔵 Police Department	② Public Library	Mooresville ETJ	Iredell County
🟡 Waste Water Treatment	③ Recreation Department	Other Municipalities	Interstate
🟠 Water Treatment	④ Public Operation Center	Lake Norman	US & NC Route
🟢 Parks and Recreation Facilities			Main Road

COMMUNITY ISSUES AND KEY INFLUENCES

Serving the Needs of a Diverse Community

As the community grows and new services are provided, accommodating greater diversity becomes more important. With a greater overall population, demographic groups that remain proportionally small may be large enough in absolute terms to support a special interest or need. Across all services, a growing community needs to consider whether demand may be served best by specialization.

The OneMooresville public engagement process shed light on the increasing demand for quality of life amenities, such as parks and greenways. Furthermore, the Mooresville Parks and Recreation Master Plan will be updated to identify new opportunities and needs for parks and recreation in Town. Plans are underway for the new Selma Burke Recreation Center and Liberty Park Phase 1 improvements. The Town has also taken steps towards a Dye Creek Greenway Plan, but has not yet secured funding to cover the $3.1 million project cost. The Dye Creek Greenway will be part of the regional Carolina Thread Trail initiative, a network of connected greenways, trails, and blueways that extend across 15 counties in North and South Carolina. In addition, a plan is needed for the provision of a new greenway network in Mooresville that will link neighborhoods to destinations.

Regional Partners

To deliver high quality and efficient services to its residents often requires partnership with neighboring and regional agencies and local governments to address issues of regional significance.

Governments

Mooresville is located in **Iredell County**, and the Town population comprises approximately 20% of the County. The Iredell County government has regulatory authority over unincorporated land including the Lake Norman peninsulas and much of the planning area to the east and south. The County and Town jointly regulate the "extraterritorial jurisdiction" (ETJ) which are county lands where Mooresville has authority to regulate land use and development. At times County and Town departments work hand-in-hand to make decisions on areas of common interest.

Davidson to the south and **Troutman** to the north are Mooresville's closest neighbors. Agreements in place or in negotiation have arrangements for eventual annexation or service provision boundaries. **Kannapolis** to the southeast is slightly further geographically, but is an important planning partner. The Kannapolis western growth areas to the south of Mooresville share regional transportation infrastructure with Mooresville, and eastern portions of the Mooresville planning area lie within the water supply watershed protection area for a future Kannapolis water supply.

Neighboring **Cabarrus, Rowan, and Mecklenburg Counties** are important partners for the same reason. Mecklenburg County in particular is a critical partner in planning for regional systems including transportation, because it is the home county of **Charlotte**, the largest city and center of the metropolitan area.

Transportation Services

Transportation networks cross jurisdictional lines and require intergovernmental collaboration to plan for future improvements.

North Carolina Department of Transportation (NCDOT) is responsible for pursuing State priorities, however it works with municipalities such as Mooresville on selecting locally preferred alternatives to larger plans and pursuing local priorities for improvements to state-managed roads.

Charlotte Regional Transportation Planning Organization (CRTPO) is the federally designated Metropolitan Planning Organization (MPO) for the Charlotte urbanized area. CRTPO coordinates transportation policy and federal funds with its member jurisdictions and the NCDOT.

Lake Norman Transportation Commission (LNTC) is a transportation advocacy group that works with State and Federal officials to give priority to local and regionally significant projects.

Iredell County Area Transportation Systems (ICATS) serves transit in Iredell County including servicing the Mooresville Main bus loop.

Charlotte Area Transportation System (CATS) operates or plans some regional connections, including the long range plans for Bus Rapid Transit (BRT) or LYNX red line commuter rail extension up to Mooresville.

Community-Led Groups

In addition to government and institutional leadership, there are also groups of local citizens and private businesses that have formed organizations that advocate and act for the betterment of Mooresville. Whether they have been formed to improve a particular area, to advocate for a particular policy, or to advise on a particular subject matter, they are a vital pool of expertise and effort that the Town may partner with on projects of all sizes.

Collaborative Action

The most effective form of working together is to collaborate.

- Intergovernmental agreements help neighboring jurisdictions plan for the future.

- Joint use agreements help different providers share benefits, such as school outdoor facilities that may also be open to the neighborhood at certain times.

- Joint Development and use agreements and joint use partnerships help achieve larger aims by pooling resources, such as the aforementioned performing arts center.

Serving Future Growth

Population growth can be expected in all currently developed areas as well as in the southern and northern portions of the planning area. As Mooresville's population size and service area grow over time, the quantity of services supplied by the Town and its partners, including utilities and school districts, will increase. Projecting future service needs and planning for expansion of services to growing areas is critical to maintain the Town's reputation as a high quality community for families and workers.
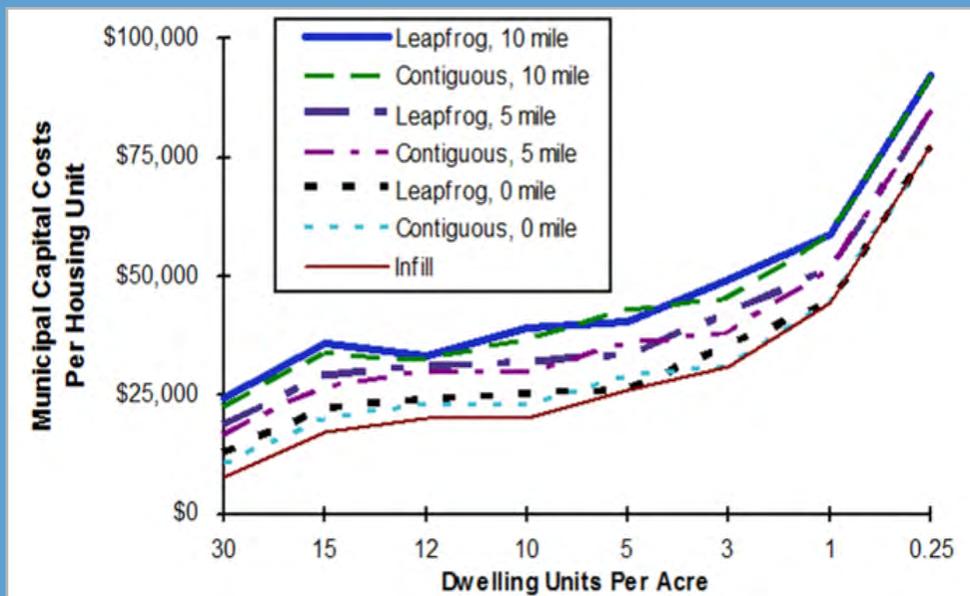
Efficient Services

How the Town manages growth will have an impact on the need for future services. General studies show denser development utilizing existing utility lines and roads costs local governments less to serve overall than development in outer areas. Promoting infill development on undeveloped lots within the Town and redevelopment of existing developed areas are two efficient ways to generate new economic development and placemaking while limiting the extension of services and costs to the community.

Residential Service Extension Capital Costs

The costs of providing public infrastructure, including roads, utilities, and schools, tends to be much lower for compact, infill development, providing hundreds of dollars in annual savings per capita compared with less dense, or "sprawl," development. This chart shows cost savings of residential developments based on their location relative to existing municipal boundaries, and their density.

Source: James Frank, The Costs of Alternative Development Patterns, Urban Land Institute; *Note: Irregular x axis intervals*
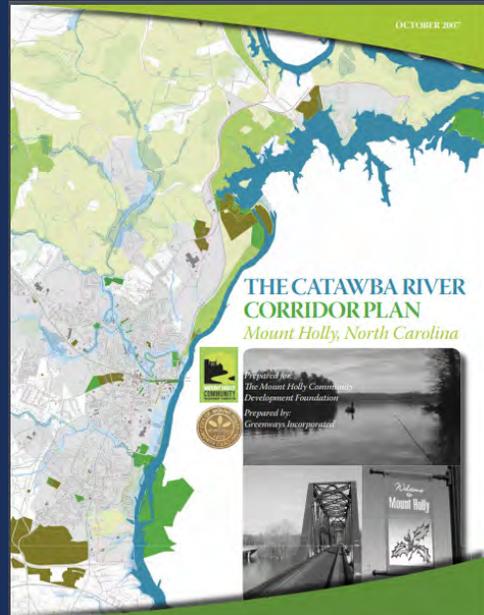
EXAMPLE: DILIGENT PARK AND GREENWAY PLANNING AND CREATION

This plan highlights successful examples or case studies. They serve as tools for understanding how community issues and key influences have been addressed by other communities.

The **Town of Mount Holly** has made steady progress to expand a greenway and trail network. In 2007, the Town adopted the Catawba River Corridor Plan, a greenway master plan for an 8-mile corridor along the Catawba River. This section of Mount Holly is part of the regional Carolina Thread Trail initiative, which also includes Mooresville. The plan provides a vision for the planned greenway system and an implementation plan. The implementation plan has phases of execution and steps to take toward land acquisition, financing, trail operation, and maintenance.

By organizing efforts through a plan and in concert with the regional Thread Trail, Mount Holly has been able to seize opportunities to add to its greenway network incrementally,and strategically. A half-mile, paved section of this greenway system was completed along the Catawba River in the spring of 2010 as an independent project. Another section was constructed in 2012 as part of a linear park in Downtown Mount Holly. A 1.5 mile stretch stitching together two segments of the Thread Trail was funded with a grant from NCDOT in 2017. The Town has since completed an additional 3.2 mile section of the Thread Trail.

In the midst of the success implementing its greenways and trails, the Town is now building on the network with a Comprehensive Bicycle Plan.

Undeveloped land along the riverfront

Google

Park and Greenway added along riverfront

Google

Opportunity to add trail in vacant adjacent land

Google

New walking path and parkland

Google

GUIDANCE FOR DECISIONS

This section contains intended outcomes of the Plan and policies that support the intended outcomes. Both intended outcomes and policies provide guidance for Town decision-makers and include reference numbers for ease of use.

Intended Outcome 7-1
Mooresville will Leverage Partnerships to Enhance the Community

Provision of services to residents and partnering on issues of regional significance are core responsibilities of the Town. The Town will continue to make communication and cooperation among partners a priority to maximize opportunities for regional cooperation.

Policy 7-1-1
Partner with Neighbors to Improve the Interconnected Region

The Town will be a full participant in regional discussions that affect the Town's future and growth. The Town will consider the plans of its neighbors and Iredell County when making decisions.

Policy 7-1-2
Use this Plan and the Growth Framework as a Foundation for Extending Services

By relying on a common policy map, all service partners may plan ahead to ensure orderly growth. The Town Framework and Tiered Growth Maps in Chapter 2: Guiding Growth will be used for guiding growth and related service extension needs.

Policy 7-1-3
Cultivate Neighborhood Leadership

The Town will focus on cultivating neighborhood leadership in Mooresville by providing opportunities for people to learn about services and public investment and engage in local government.

Intended Outcome 7-2
Mooresville's Service Assets Will be Used Efficiently

Service provision requires investment from the Town and its service providers. The Town will efficiently use current infrastructure and seek to achieve a high rate of return on future infrastructure investments.

Policy 7-2-1
The Town will Maintain and Improve Service Quality

The Town will maintain high quality service standards in the future as the Town grows. Regulatory requirements of new developments will continue to support development of high quality neighborhoods, commercial centers, and employment districts. Older centers and neighborhoods will be opportunities for public investment to modernize and elevate the quality of these places, such as adding sidewalks, greenways, streetscaping, and other investments.

Policy 7-2-2
Existing Service Assets will be Used to Their Full Potential

The Town and service partners will prioritize and maximize use of existing infrastructure to maintain fiscal and service efficiency. This includes supporting infill and redevelopment that will utilize existing public services.

Policy 7-2-3

Service Expansion will be Strategic, Compact, and Efficient

The Town will focus service extension to targeted areas for new growth, such as the southern portion of the planning area and areas to the north near the future Cornelius Road I-77 interchange and expanding employment areas. Service extension should be guided to be contiguous to Town limits and should not encourage satellite annexations and development "islands" outside of Town. This requires updating the utility plan to support this growth pattern.

Intended Outcome 7-3

Mooresville will have a Visible Presence Beyond the Downtown Government Campus

The Town will provide opportunities for residents to access services in locations beyond Town Hall.

Policy 7-3-1

Pursue an Additional Major Location for Key Town Services

The geography of Mooresville can make access to the front desks of various departments more difficult for some residents. The Town will consider an additional location for access to many services that can support residents that live in the western portions of Town. This may include recreational services, event space, and arts offerings, in addition to a police or fire-rescue station to reduce call response times.

Policy 7-3-2

Grow a Connected Greenway and Park System

Guided by the framework of the Carolina Thread Trail system, Mooresville will seek opportunities to develop a network of greenways that connect destinations throughout town. The Town will assess and plan for opportunities to develop greenways and new

parks to serve growth areas, particularly in southern Mooresville, but will also identify opportunities to connect and provide accessible natural amenities to existing developed areas in Town. This presents an opportunity for regional collaboration with neighboring jurisdictions.

Policy 7-3-3

Secure Public Access to Lake Norman

Lake Norman is a recreational and aesthetically valuable resource in Mooresville. It is a long term goal and priority for the Town to secure public access to Lake Norman, so that everyone in the community can experience this environmental asset.

Intended Outcome 7-4

Mooresville will Monitor Changes in the Community and Address Related Service Needs

In order to meet the needs of a diverse population, the Town will continue to monitor changes in the community and address service needs accordingly.

Policy 7-4-1

Improve Access to Healthcare for Vulnerable and Aging Populations

An aging population requires specific healthcare services. In addition, healthcare services should address the unique needs of people with disabilities, low-income households, and people without homes. The Town will evaluate tools and best practices to assist aging and vulnerable populations in accessing healthcare services. These actions may address barriers to transportation that limit access to healthcare, land use regulations that enable appropriate locations for healthcare service, and opportunities to facilitate public outreach and open communication between service providers and the community.

LINKAGE TO VISION & VALUES

The outcomes and policies in the Serving the Community chapter support the Town's overall vision and values through maintaining high quality services to future residents, enhancing partnerships with regional entities, and adding new quality of life assets, such as parks and greenways, to make Mooresville a more enduring, connected, inclusive, and innovative place to live.
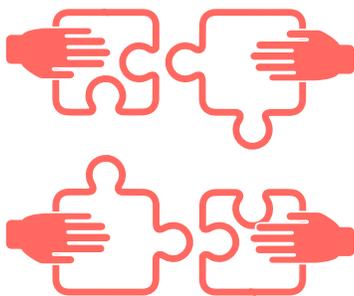
Enduring

Town services will continue to be high quality and award-winning, maintaining the Town's great reputation as a wonderful place to plant roots, raise a family, and retire.

Connected

The Town will work with neighboring jurisdictions and regional service partners to tie the region together.

Inclusive

As Mooresville grows, special attention will be paid to changing demographics and needs of existing and future community members to make sure that all residents have an opportunity to access quality of life amenities.

Innovative

The Town will continue to explore new and innovative ways to efficiently provide services and enhance quality of life for Town residents.

Implementing the Plan

Bringing a plan to reality requires action. While intended outcomes and policies have been identified by policy topic in previous chapters, priority actions cut across many outcomes and policies to bring about the Town's vision and values. The actions are contained within this chapter.

Find Inside:

IMPLEMENTING THE PLAN

The preceding chapters of this Plan outline the OneMooresville vision and values framework, and identify intended outcomes and policies that will shape the Town's growth and prosperity over the next 20 years. In order to achieve the community vision and intended outcomes, this final chapter provides a series of priority actions for the Mooresville Board of Commissioners to evaluate on an annual basis to determine priorities for funding and implementation. In addition, this chapter provides guidance for monitoring, amending, and updating the plan.

Monitoring the Plan

To ensure that OneMooresville is implemented as adopted, it will be important to establish a system for plan monitoring. This includes monitoring the actual implementation of the Plan to make sure that the actions are being carried out as intended. It will be important to evaluate the effectiveness of the Plan to ensure that the intended outcomes set out in the Plan are being realized over time. A series of Plan metrics can be developed to serve as a benchmark for tracking progress.

Amending the Plan

In North Carolina, municipal zoning enabling statutes require that zoning be "in accordance with a comprehensive plan." North Carolina planning and zoning statutes require that local governments make statements of consistency when making a rezoning decision on a development application. The state law requires the elected body to address any inconsistencies with the plan by establishing that at specified pre-determined intervals (e.g., annually), a Comprehensive Plan Amendment will be presented to the Town Board of Commissioners that will amend all inconsistencies that have been created through the rezoning process. Doing this annually will allow staff the opportunity to evaluate trends related to

inconsistencies and help to identify holistic plan fixes that can address these trends.

Updating the Plan

This comprehensive plan provides a vision for Mooresville's growth and development over the next twenty years. The Plan should be reviewed and refined every five years in order to reflect changes in the community, and to remain a relevant policy tool for the Town of Mooresville. It is also recommended that the OneMooresville Plan as a whole should be formally and comprehensively updated every 10 years.

Plan Implementation

The following list of plan actions are priorities for implementing the OneMooresville vision. Each year the Mooresville Board of Commissioners can review this list of actions and identify priorities for action and assess the associated resources to support action implementation. Key considerations include:

- Is the action a natural next step for advancing community goals?
- Is it important to begin implementation of the action in preparation for future conditions?
- Are there resources available (staff capacity or financial resources) to implement the program?
- Or are there opportunities to partner to leverage needed resources?

This assessment can occur at an annual retreat or other work session to generate work plans for Town departments. It is recommended that comprehensive plan actions be considered when Town leaders develop the annual budget, and when making decisions about capital investments and development of the Capital Improvement Plan (CIP) to ensure alignment with the OneMooresville Plan.

Plan actions are set out in four primary categories: (1) Further Planning, (2) Capital Investments, (3) Regulatory Updates, and (4) Programs.

PRIORITY ACTIONS FOR IMPLEMENTATION

Further Planning

Several additional planning initiatives were identified during the OneMooresville planning process that are critical to achieving the plan's vision and intended outcomes. The following list of planning initiatives are not set out in a priority order and should be evaluated annually to determine the appropriateness of initiating implementation.

Consider Joint Planning with Iredell County for the Southern Portion of the Mooresville Planning Area

To align planning policies and regulations, the Town should partner with Iredell County to create a joint plan for managing growth and change in the southern portion of the Mooresville planning area. Future planning efforts should discourage low-density sprawl from occurring in future planning areas. Opportunities to support interjurisdictional planning and review of projects should be encouraged. This could include information sharing, courtesy review of development proposals in areas of common interest, or joint approval of projects. These should be set out as formal agreements to institutionalize partnership efforts.

Develop a Shared-Use Path/Greenway Plan for Mooresville

To provide both recreational and non-vehicular mobility within Town, develop a plan for a greenway system that connects parks, neighborhoods, natural areas, community facilities, and activity centers. Work to secure greenway construction through grants, the capital improvement program, and development standards. Use the Carolina Thread Trail as a framework for the network. Be equitable when developing greenway access.

Conduct a Comprehensive Gap Analysis for the Roadway System

Use GPS and on-foot survey analysis to conduct a gap analysis for the roadway system, including bicycle and pedestrian facilities. This analysis should be used as an element to a layered, context-sensitive decision-making process for expansion and maintenance of the system. Priority should also be given to filling gaps that are in lower-income areas to promote more choices and inclusiveness for the Mooresville community.

Develop a Bicycle and Pedestrian Plan for the Town

Prepare a dedicated system-wide plan for bicycle and pedestrian modes to improve the mobility of the community. These plans can take the principles developed for mobility and transportation from this comprehensive plan to develop a more detailed and actionable plan for bicycle and pedestrian improvement. Stakeholder engagement should be a key part of this process.

Preserve Rights-of-Way in the Future Development / Cluster Residential Character Area for Future Multimodal Connections

Cluster residential is an option in an area that would otherwise be considered rural for the planning horizon of this plan. Future updates to this plan may set out a more municipal pattern of development for these areas. When a residential subdivision is approved in this area, rights of way should be retained to allow for later addition of pedestrian, bicycle, and multimodal facilities (as set out in Chapter 4) so that in the future, multimodal accommodations can be made.

Expand the Downtown District

Develop updates to the Downtown Master Plan to lengthen the district further along Main Street and work to enliven the blocks fronting Church Street, Broad Street, and Academy Street. This could include modifications to regulations, assistance in assembling land, or otherwise encouraging development on the edges of Downtown to expand on the success of the area. These efforts should include community engagement efforts to avoid displacement of existing residents and ensure all members of the community benefit from the improvements.

Capital Investments

Future transportation and community facility capital investments are important components for realizing the Town's vision of being an enduring, connected, inclusive, and innovative community in 2040. The following capital investments are priorities for ensuring the Town's future success.

Design and Construct the East-West Connector

Continue working to secure funding to support design and development of the East-West Connector. This a critical corridor for future growth areas to the south of Mooresville and for providing much needed east-west access in this area. The construction of this facility will help to spur future growth that is crucial to the success of the Town and for ensuring adequate transportation service to support future growth in this area.

Continue Transit Investments

The Town has committed to investing in different transit options for the community and should continue that investment pattern. Partnerships and continued planning coordination with ICATS and CATs should be undertaken to expand local transit service to newly developing areas and areas that are underserved. Work with regional partners to support efforts to advance regional transit service that create better connections to Charlotte and surrounding communities, particularly the LYNX Red Line.

Build a New Town Services Center

Plan for and construct a second major location for town services to make them easily accessible to more residents and to spur placemaking. This could be located within already developed communities west of I-77 or in the southern area where future growth is expected. By co-locating multiple services into one additional location, the resources of many departments may be pooled. Such services may include a general information desk for permissions and permitting, police, fire-rescue, library circulation for drop off or pick up, parks and recreation administration or programming, or meeting space for events that do not require Board of Commission chambers. This action could be pursued in conjunction with the following action, *Secure Public Access to the Lake Norman Waterfront,* to maximize co-location of public resources.

Secure Public Access to the Lake Norman Waterfront

Work with private property owners with lake front access to secure a public access point on Lake Norman. A future public access park could include a waterfront park; a public boat ramp, pier, or marina; and walking or biking trails along the waterfront or on bridges across the lake. This public access could be part of a larger master planned development that could include a mix of uses to make this a community destination. This action could be pursued in conjunction with the previous action, *Build a Second Major Location for Town Services.*

Regulatory Updates

Growth management and future character and land use policies provide necessary guidance on the design and location of future development. The next step in ensuring the land use and character vision for the Town is to update the Mooresville Zoning and Subdivision Ordinances to reflect the guidance in this plan.

Align Zoning Districts and Development Standards with the Future Character and Land Use Areas

Update the zoning districts in the Town's Zoning Ordinance to better align with the vision set out in the Future Character and Land Use map and categories. This action may require targeted revisions to some zoning districts, the creation of new zoning districts, and the revision of other development standards. The Town may find it appropriate to have more than one zoning district for each character area.

Provide Incentives to Preserve Historically Significant Buildings and Districts

Maintain existing programs and identify new tools to incentivize preservation and adaptive reuse of historic structures. Align regulations to ensure reinvestment is not being hindered in historic districts, while also supporting preservation efforts. Ensure the Town has programs and policies that may be necessary for owners of historic structures to access federal, state, and nonprofit funding programs.

Adopt Standards that Allow for Flexible Development of Employment Areas

Modify the development standards and zoning districts in the Town's Zoning Ordinance to allow for flexibility in both use type and building form in employment areas. The specific flexibility may be

different in areas that primarily consist of office or retail uses, and areas that are primarily industrial. See the Future Character and Land Use and section of Chapter 3: Shaping Development for more guidance on these opportunities.

Adopt Voluntary Incentives for Green Building Standards

Adopt voluntary incentives for meeting green building standards that support community environmental goals and provide a substantial return on investment for private landowners. Incentives may include expedited review and permitting, flexibility in design regulations, and development fee waivers. Flexibility in standards may be achieved through a point system that allows for selecting strategies that fit a project or site. The green building practices may be based on national flagship standards. Actual green building certification may be discretionary where cost would be an impediment. Green building standards could include provisions that address flooding mitigation, green stormwater management systems, energy conservation, alternative energy production, water conservation, urban agriculture, and others.

Programs and Initiatives

Some actions are undertaken as part of operational programs or initiatives led by the Town. These are in support of plan policies and help to influence and generate knowledge and support for plan goals.

Grow the Supply of Workforce Housing

Continue to create strategies to support development of workforce housing in the community. Monitor the inventory of workforce housing, and evaluate the efficacy of workforce housing strategies based on their ability to deliver housing. Programs may include monitoring the existing inclusionary housing program, empowering and supporting a community land trust, or other ideas set out in the Mooresville

Comprehensive Housing Strategy completed in 2016. Maintain an updated count of housing units developed through Town programs that incentivize workforce housing. This inventory will be important for future evaluations of workforce housing needs and should account for units that "time out" of workforce eligibility requirements in the future.

Explore Incentives to Encourage Infill and Redevelopment in Tier 1 Area

The Town's rate of financial return is highest when providing services to areas in Tier 1. An incentive program should be evaluated to encourage redevelopment and infill within Tier 1 areas.

Recruit Innovative Developments

Encourage or advertise the need and support for new types of uses and design of developments to support innovative placemaking in newly developing areas and redevelopment sites. These could include innovative mixed use developments, complete neighborhoods, business incubators, coworking spaces, live-work units, pocket neighborhoods, and conservation subdivisions to broaden the options available to the local community and serve as proof of concept for future investment.

Develop a Bike Education Public Communications Strategy

So often, community members are discouraged from biking because they feel it is unsafe or they simply don't know how to bike properly on streets in Town. The Town can develop a public education/messaging program that can teach people how to bike properly in the community to encourage more people to bike for recreation or as an alternative to vehicular travel. Conversely, these programs can also teach drivers how to properly navigate when there are bikers on the road, thereby making everyone safer. Pedestrian safety for walkers and drivers should be included in these efforts. These programs are especially effective in local schools - teaching children, and in turn, their parents. Statewide examples include Bike Walk NC and Watch for Me NC.