

AVOID THE FRYING PAN, GET A MASTERPLAN



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&

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City of Morganton



So Why Do A
Masterplan

Downtown
Morganton
has done 2

1997 & 2017

Downtown Morganton Facts

City Population 15,718 (97); 17,591 (21)

Burke County Population 78,000 (97); 90,418 (21)

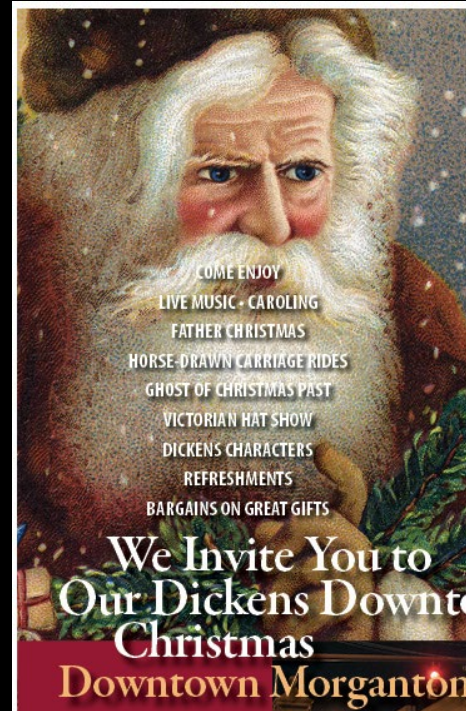
MSD 38 Blocks, .14 Cent additional tax

In 1997 collected \$45,000 in MSD Funds: 2022, \$127,000

Budget ranges from \$350,000 to \$800,000+

2 Full-Time Staff

1992 We Were GREAT @ Events



COME ENJOY
LIVE MUSIC • CAROLING
FATHER CHRISTMAS
HORSE-DRAWN CARRIAGE RIDES
GHOST OF CHRISTMAS PAST
VICTORIAN HAT SHOW
DICKENS CHARACTERS
REFRESHMENTS
BARGAINS ON GREAT GIFTS

**We Invite You to
Our Dickens Downtown
Christmas**
Downtown Morganton NC

- Archer Studios
- Benjamin's & Libba's
- Cranberry's & Lace
- Downtown Floral & Events
- Eclectic Odyssey
- Fit for a Queen
- Gregory's Jewelers
- High Country
- Kala Gallery
- More Lace
- Manazhe Fashions
- The Music Center
- My Local Bakery
- OSuzannah's Yarn
- Patterson's Amish Furniture
- Randy's Custom Golf
- The Shoppe 256 • Flirty Fashions
- Signature Studio And Gallery
- Wisteria
- Yianni's Family Restaurant

**PAMPER YOUR SWEETHEART
SPECIAL
{VALENTINE'S DAY 2014}**



**4th ANNUAL
Tour d'Art**
DOWNTOWN MORGANTON...
Fri & Sat June 6th & 7th 2003




A Great Day Trip!
Downtown Morganton



- Accessories and Beyond
- Awakenings Spa
- Baby Ware
- Benjamin's & Libba's
- Bloom Again Consignment
- Burke Arts Council
- Cranberry's and Lace
- Eclectic Odyssey
- Fit for a Queen
- High Country
- Kala Gallery
- Kathryn's Framing
- Living Waters Book Store
- Mad Paperback Used Books
- Mainstreet Jams
- More Lace
- Morganton Feed & Seed
- Morganton Sewing Center
- O Suzannah's Yarn
- Patterson's Amish Furniture
- Randy's Custom Golf
- Root & Vine
- Shoppe 256
- Signature Studio & Gallery
- Sign-It Clearly
- Smokefoot Trade & Loan
- The Music Center

**DOWNTOWN
SIDEWALK
SALE**
**SATURDAY • JULY 27
9-4**

**WHY YOU SHOULD
GO TO THE
DOWNTOWN
SIDEWALK SALE?**

- Discover great deals & cool new shops!
- Connect with friends old & new.
- Support local small business.
- Fabulous prizes!

WHAT TO DO:

- Call your friends! Plan your route!
- Visit 3 or more participating shops, get your card punched at checkout.
- Once you are done shopping, hand in your card at the last stop!
- When you turn your card in, you will be entered in the grand prize drawing to win 1 of 3 gift card baskets.

Name :

Phone #:





And More Promotions



And Great at Replacing Awnings/Painting/Ribbon Cutting



But our Economic Restructuring was NOT happening



What led Morganton to a Masterplan...

Tired of being Re-Active and NOT Pro-Active

Economic Vitality Needed

Everything was all over the place

Developers needed to feel good about investing in Downtown

And we needed to help DIRECT that investment

It was like not have any zoning, disjointed and no direction

So lets Plan for a Masterplan & Define what is needed

Demographic Trends & Projections

Natural & Built Environment

Transportation & Pedestrian Mobility

Land/Building use guidelines

Identifies steps short and long term

What you should anticipate

Time

Energy

Effort

Planning for planning's sake NOT ACCEPTABLE

Preparing for Action

Important Items

Mindful of resources...but don't limit the imagination

Establish what's unique about your community

Get Community Buy-In

Informed Consent by Citizens even if not agree with all

Masterplan Keys to Success



Budget for hiring a Firm to lead the process

- 100k-150k



RFP vs RFQ

- Proposal – lowest bidder
- Qualifications – most qualified for the job



**Lead Person,
not you!
Strong
Downtown
Leader**



**Steering
Committee
formed
Had 30+**

RFQ Main Components

Cover page

General background
and introduction of
community

Purpose



**Request for Qualifications
Visioning and Master Plan
Downtown Morganton, NC**

Issue Date: November 29, 2016

Qualifications Submittal Due Date: Friday, January 13, 2017, 5:00pm

Submit Questions and Qualifications to:

Sharon Jablonski
Main Street Director, City of Morganton
PO BOX 3448 Morganton NC 28680
828/438-5252 (c) 828/443-0886
sharonj@downtownmorganton.com

Parcel Delivery

City of Morganton /Main Street
112B W. Union Street
Morganton NC 28655

Scope of Services...Here is where you list ALL that you want done during this process



IMPORTANT items to include:

- Attend, record, and process information gathered from a determined number of Community Wide Meetings beginning (date) at a scheduled Council Workshop and extending over the determined Planning Process time frame.
- Deliver presentations to various stakeholder groups as necessary, as determined during the process
- Prepare Implementation Strategies to achieve Goals and Objectives and assign responsibility

RFQ Main Components - Deliverables



Digital copy of all reference data and preliminary study documents.



Power point presentation of the new plan for promotional purposes.



Print ready digital copy of the plan.

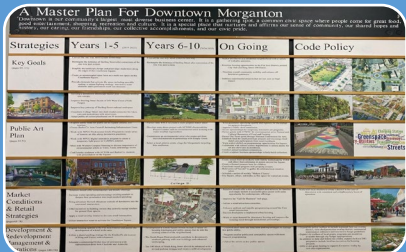
RFQ Main Components - Deliverables



Conceptual Drawings, both hand-drawn and computer generated. (range of 12 to 18 is acceptable)



Electronic maps



Wall size display defining goals and timeline

RFQ Main Components

Existing



RFQ Response
(Deadline for
responses)

Qualifications

Evaluation Criteria
including possible
dates for interviews if
needed.

Steering Committee importance



Left / Participants discussing the ideas presented on boards before the final presentation
Above / The crowd in the auditorium voting during a live polling exercise of the final presentation
Right / A volunteer wearing one of the city provided "Ask Me" t-shirts
Below / The crowd discussing the design concepts and project goals during a cocktail hour with the design team, stakeholders, and other volunteers



Public Meetings... PLAN TO ENGAGE



Charrette...held in a vacant building (day-week long)

Walking/Biking Audit

Focus Groups
Meetings at a variety of places

- Categories: History, Civic Leadership, Residential, Financial, Public Space, Infrastructure, The Arts, Planning and Zoning

PUBLIC MEETINGS...HOW THEY PLAN TO ENGAGE THE PUBLIC



Day long held all over town at various sites



Public Meetings were held

- Recreation Center
- Bars



Final Presentation to present findings including **lots of visuals**



MORGANTON

THE MASTER PLAN

The Master Plan for Downtown Morganton is based on a citizen-inspired vision for this historic city. An illustration of the Master Plan is shown in progress - and in preservation. It includes not simply improving our community, but also preserving and preparing the best of its history and heritage. This colorful detail view of the initiatives aimed at enhancing Downtown Morganton is a center of community and commerce.

An Accessible Center

In the future, it will be easy for visitors and members of the community to come into Downtown Morganton. Expanded walk and bicycle paths, public parking (shown on the map below) will be available throughout downtown around the needs of new businesses, employees, and customers. A new network of sidewalks will make it easier than ever to walk from parking lots to scores of downtown destinations.

An Economic Center

Downtown Morganton offers abundant opportunity for development, redevelopment, and ultimately a vibrant and diverse economic base. An entertainment complex featuring a modern multi-screen theater, restaurants, and small retail shops is planned for the northeast corner of the Square. The Block from Courthouse Square, the historic Morganton Manufacturing and Trading Co. building will be transformed into an expanded City Hall and sophisticated residence featuring balconies and rooftop decks. The southeast corner of Seeling and Meeting Streets is also a prime site for new development. One possibility is an "In on the Square" that would allow visitors to enjoy live and stage, the hospitality of Downtown Morganton. Another dramatic opportunity exists on the north side of Courthouse Square. There, a proposed "Morganton Center" complex could provide space to house the Chamber of Commerce, arts and community organizations, and a base of operations for expanding downtown businesses.

An Historic Center

Enhancing and preserving Downtown Morganton's historic architecture is a primary element of the master plan. Whenever possible, building facades will be restored or otherwise improved. New signage and lighting, designed to accent Downtown Morganton's distinguished historic character, will offer direction and welcome to visitors.

A Symbolic Center

Courthouse Square, the setting for Morganton's classic civic-architectural centerpiece, is the symbolic center of Downtown Morganton. As such, it forms the centerpiece of the Master Plan. Built in 1872, the historic structure and its surrounding green will again become the center of community life, surrounded by a dramatic mix of new offices, shops, restaurants, and entertainment opportunities. Throughout the town, citizens will gather here to enjoy community events, celebrate national holidays, and savor the experience of living in a friendly, businesslike community.

A Pedestrian Center

More than ever, getting around downtown will be like a walk in the park. Wider sidewalks, new landscaping, and additional trees will create a more pleasant and appealing Courthouse Square. Some streets will be narrowed to create a gracious "pedestrian promenade" with sidewalk cafes and expanded on-street parking. Alleys will be transformed into special spaces with small shops and kiosks in their midst. These improvements, designed to enhance downtown as a pedestrian space, will be carried out in several phases.

A Green Center

Most people think of Downtown Morganton as a business center. In the future, they'll also think of it as a place of recreation, green ambience, connected to and reflecting the natural beauty of the surrounding mountains and river. Soon, the lower end of Courthouse Square will become the Courthouse Green, a natural lawn suitable for children or other, lighthearted concerns, and lively community events. Throughout downtown, landscaping will be upgraded and enhanced. New projects and programs also have been proposed to link Downtown Morganton to nearby neighborhood parks and to the Catalpa River - one of Morganton's greatest natural resources.

- 1997 Masterplan
- This plan was in a brochure form
- And laid out as a wall board with Strategies/Goals over 15 years
- 100% now completed
- Out of this plan came more RFQ's
 - Branding Development
 - Wayfinding System

MAIN STREET
2023
Now

Outputs










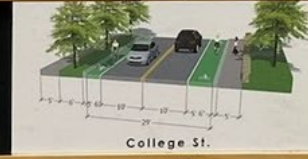




▶ Wall Board

▶ Paper Version

▶ Booklet

A Master Plan For Downtown Morganton

Downtown is our community's largest most diverse business center. It is a gathering spot, a common civic space where people come for great food, good entertainment, shopping, recreation and culture. It is a special place that nurtures and affirms our sense of community, our shared hopes and history, our caring, our friendships, our collective accomplishments, and our civic pride.

Strategies	Years 1-5 <small>(2019-2023)</small>	Years 6-10 <small>(2024-2033)</small>	On Going	Code Policy	
Key Goals <small>(pages 95-131)</small>	<ul style="list-style-type: none"> - Convert the one-way street system to two-way. - Reimagine the terminus of Sterling Street after conversion of the one-way pair system. - Simplify the landscape design and plant large shade trees along the edges of the Courthouse Square. - Create an uninterrupted open lawn as a multi-use space on the Courthouse Square. - Provide elements that activate the space including movable seating, a unique lighting strategy, interactive water elements and a permanent multi use structure. 	<ul style="list-style-type: none"> - Convert the one-way street system to two-way. - Reimagine the terminus of Sterling Street after conversion of the one-way pair system. 	<ul style="list-style-type: none"> - Market downtown as a residential neighborhood with a variety of walkable amenities. - Prioritize housing opportunities in the Flat Iron District, around City Hall and King Street 100 blocks. - Prioritize overall community mobility and enhance all downtown gateways. - Embrace experimental projects that are low cost yet high impact. 		
	<ul style="list-style-type: none"> - Develop a downtown streetscape master plan, evaluate existing tree canopy. - Improve Sterling Street facade of 101 West Union (Wells Fargo). - Improve key gateway of Sterling Street railroad underpass. - Transform College Street into multi-modal connector for bikes, cars and pedestrians with street trees. - Adopt public art action plan based on 30 recommendations. 				
Public Art Plan <small>(pages 83-91)</small>	<ul style="list-style-type: none"> - Explore public bond for public art to expand cultural, eco tourism. - Create Burke Co. Arts Council Animating Infrastructure Grant. - Work with WPCC Professional Crafts Program to create series of historic art tiles along downtown greenway. - Work with WPCC digital animation program to create a temporary light piece for CoMMA exterior. - Meet with Western Campus Planning to discuss importance of environmental artists in water, waste, and energy issues. - Craft kinetic sculpture with NCSM and Burke Co. students with presentation on the Square. 	<ul style="list-style-type: none"> - Partner with WPCC to create a multi-purpose maker space. - Develop water demo project with NCSM's Sustainability Project Leaders and an environmental artist working with water in urban regeneration. - Commission an environmental artist who creates art from recycled materials in partnership with Simply Green. - Select a local artist to create a logo for Morganton's recycling bins and boxes. 	<ul style="list-style-type: none"> - Write guidelines specifying quality and logistics for the startup art projects downtown. - Appoint a Public Art Commission. - Secure sponsorships for temporary downtown art programs. - Pursue grants with CFWNC for environmental art in Natural and Cultural Resources of Food and Farming. - Pursue Our Town grant through National Endowment for Arts. - Establish fund for small prototype projects and encourage fund match and participation from local merchants. - Work with CoMMA on programming opportunities for Square. - Collaborate with school science departments to utilize plastic for art and showcase in storefronts. - Conduct annual sculpture competition. - Create sculpture business sponsorships to help build collection. 	 	
  	<ul style="list-style-type: none"> - Retailers should offer contemporary and trendy offerings. - Increase visitor spending and encourage existing retailers to deepen their penetration into local resident spending. - Bring adventure themed attractions outside of downtown into the core retail intersection. - Offer incentives to building owners that actively recruit retailers for ground floor spaces. - Apply a retail overlay district to the core retail intersection. - Utilize interactive water to activate the Courthouse Square. 	<ul style="list-style-type: none"> - Create annual festival weekend with family workshops by 10SS and others that culminates in parade around the Square. - Create a themed treasure hunt for children. - Coordinate mural program with property owners. - Hold series of "socials" to gather & celebrate local creative talent. - Schedule a series of weekly "Makers Classes". - Use Square, alleys, sidewalks as flex space for varied art events. 	 		
Market Conditions & Retail Strategies <small>(pages 65-78)</small>	<ul style="list-style-type: none"> - Retailers should offer contemporary and trendy offerings. - Increase visitor spending and encourage existing retailers to deepen their penetration into local resident spending. - Bring adventure themed attractions outside of downtown into the core retail intersection. - Offer incentives to building owners that actively recruit retailers for ground floor spaces. - Apply a retail overlay district to the core retail intersection. - Utilize interactive water to activate the Courthouse Square. 	<ul style="list-style-type: none"> - Retailers should offer a mix of products and services for families and empty nesters at accessible price points with some opportunity for contemporary offerings. - Improve the "Call for Business" web page. - Initiate a retail attraction committee. - Enhance ambient and impulse programming around the Core retail intersection. - Recruit developers to implement urban housing. - Work to meet demand for downtown housing and improve the housing stock through institutional buyouts. 	<ul style="list-style-type: none"> - Work with local retailers to create a district in the core of downtown with consistent and complementary hours of operation. 		
Development & Redevelopment Management & Operations <small>(pages 149-176)</small>	<ul style="list-style-type: none"> - Expand housing options in the Flat Iron District and pursue the development of a hotel in the area. - Utilize a shared parking strategy for the Kimbrell's site (corner of King and Union) redevelopment. - Schedule a commercial broker tour of downtown with representation from both Charlotte and Asheville. 	<ul style="list-style-type: none"> - Development at Union Square should include a variety of housing typologies and public spaces that tie into the existing context of the neighborhood. - The South Depot District should contribute to downtown's southern gateway with new buildings and enhanced landscaping. - The 100 block of South King Street should be enhanced with a revised parking strategy and creative infill development. 	<ul style="list-style-type: none"> - Use both short-term and long-term parking strategies to manage this public utility. - Program smaller public and semi-public spaces with more frequent programming. - Utilize the streets as key public spaces. 	<ul style="list-style-type: none"> - Expand the policy toolbox to include a ground floor use overlay district, view-shed protection overlay district, commercial maintenance ordinance and downtown design guidelines. - Expand the toolbox of local grants, programs and incentives available through city budget appropriations. - In addition to state and federal tax credits, expand the local DIG program to include local tax incentives for housing projects. - Offer event grant funding to support downtown vitality by non-city organizations. 	



**Yiannis Restaurant
was recruited,
loaned \$ and
opened before
the 1st Masterplan
was complete.**

City Owned Bldg.

1997-2002...The 1st Masterplan saw 34 million private investment (pics to follow)

Private Investment

- Downtown Mill Restoration Mixed Use
- Downtown New Construction Mixed Use
- Downtown Non-Profit Offices
- Downtown Senior Living Facilities
- Downtown Multi-Plex Movie Theater
- Downtown Second Floor Residential
- Downtown Multi-Family Residential
- Greenway/Commercial Center
- Single-Family Subdivisions

Public Investment

8 million

- General Infrastructure
- Roads
- Sidewalks
- Water
- Sewer
- Library
- Parks
- Beautification
- Wayfinding



Morganton Hardware Bldg...
2 condos, 1 Office Suite, 1st Floor Offices
Enclosed Parking Garage



MORGANTON HARDWARE – BACK OF BUILDING



THE WHITE ELEPHANT.... THAT WASN'T MORGANTON TRADING COMPANY



Before & After 130,000 sf
furniture retail to
multi-use



**Underutilized Lot ...
now Millside Manner
affordable apartments
for seniors 62+**



Building Reuse

Before



After

Options, Women's Shelter



Housing – 283 units to date

Infill of a Hardee's site





**One Screen to a
7-screen multiplex &
condo & restaurant
\$3.2 million project**





Premiere
Hosiery Mill
became...





Morganton Trading Company

- 43 condos
- 8 offices
- 1 restaurant
- City Hall complex

Gaston Chapel AME Historic Church



Morganton Trading Company - Condos



Martha's Park transformed by Service League



New Multiplay Completed



Over 100 new trees are planted

2010 was a transformational Year Food & Retail



2010 - 2014

*Treat Bar
Now Open!*



Root
&
Vine

More
2010 -
2014



Fonta
Flora
Brewery



Brown
Mountain
Bottleworks



FOOD MATTERS OPENED IN 2016, W/A CAFE



2017 Masterplan built on
the 1997 plan...
Parklets, Lots of Flowers,
Housing Infill Study, Arts
Plan, and so much more





Fairfield
BY HARRIOTT
INN & SUITES

Fairfield
BY HARRIOTT

400 North Green

**Downtown Hotel – Fairfield Inn & Suites
Opened Feb. 2020**

So 24 Years of Planning & Building

Courthouse Stage Before
2020



Courthouse Lawn Before
2020





2018 Completed Design with a different group of architects and landscape architects (Stitch and Stimmel out of Winston Salem NC)



Another
transformational
project!
24 YEARS Later



Valuable Lessons Learned...

Main Street & Masterplans Work!

Understanding No One Bullet Works

Long Term Strategies

Willingness to Change

Mayor/Council/City/Community Support

Determination and Persistence

Thank you!



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