



Welcome To
KANNAPOLIS
NORTH CAROLINA



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VISION BOOK PURPOSE

& INTENT



The purpose and intent of this Vision Book for Downtown Kannapolis is to clearly define the goals for the Downtown Infrastructure Project and to create a guiding document to reference as we embark on implementation and as future development initiatives evolve.

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The vision for the public infrastructure of Downtown Kannapolis builds on the work of the Development Finance Initiative (DFI) in creating a Downtown Master Plan strategy, and is focused on strengthening the community by strengthening the place. The Vision Book sets a course for not only the public realm infrastructure, but also creates guiding principles for the dynamic transformation of the existing architecture to create a more vibrant experience. Both the landscape and the architecture transformations should be thought of as a cohesive environment. While the book illustrates public realm modifications within the entire infrastructure project limits, including the future demonstration project (The Centre) and the Sports & Entertainment Venue, there is a predominant focus for the

re-imagination of West Avenue as a signature street and community gathering experience; one which creates a plethora of opportunities to spur economic development, create public space, cultivate new traditions, and attract a multi-generational community who want to live, work and play in the downtown core.

This is a living document that sets the tone and experience principles for Downtown Kannapolis, but that also responds to new investment opportunities as they emerge. Continuous reference to the Vision Book should occur throughout the implementation to ensure that decisions are weighed against the goals and objectives set forth to create a vibrant core; both physically and economically.





S.N.C.



SECTION ONE

BACKGROUND

History & Project Context

CITY OF KANNAPOLIS

HISTORY

Kannapolis honors its textile past as it transitions to a world class biotech research hub.




During the early portion of the 20th Century, North Carolina became the center of the American textile industry. Manufacturing mills opened operations throughout the state, creating entire towns and gainfully employing the majority of the town's workers. Along the historic wagon road between Salisbury and Charlotte, Kannapolis, founded in 1906, became the home of Cannon Manufacturing, the world's largest producer home textiles. Cannon Manufacturing later became Cannon Mills, where all aspects of life – housing, infrastructure, recreation and services – centered around mill operations.

The latter half of the 20th century proved challenging for Kannapolis and North Carolina's economy; as textile operations moved overseas due to free trade regulations and price competition from developing countries, textile industry employment declined dramatically. The mill changed hands several times, eventually leading to the bankruptcy of Pillowtex, the mill's most recent title holder, in 2000. Pillowtex closed in 2003, resulting in the largest one-day layoff in North Carolina history. Kannapolis, like many other towns structured around its main mill employer, began looking to the future for new possibilities.

A new vision commenced as Kannapolis became home to one of the largest urban redevelopment projects in the nation. A collaborative effort between current land owner David Murdock, of Dole Food Company, the State of North Carolina, and seven universities proposed and established the North Carolina Research Campus. NCRC is now an internationally-recognized research hub where collaborative science will lead to great discoveries in nutrition, disease prevention and agriculture. The campus is a key component in reviving economic diversity to downtown Kannapolis, providing new employment opportunities for a diverse academic community, and catalyzing urban redevelopment.


The next generation of transformation begins now, with active private investments, and the implementation of a bold new vision to create a thriving regional destination for commerce, entertainment, and a compelling address to call home.



2007-2008 BY P. L. SMITH BRIDGE CO.



Cannon Mill, Kannapolis, N. C.

1908
Mill Opened



1906
Land purchased for mill named "cannon-opolis" to become Kannapolis

1910
Oak Avenue Retail Shops





1936

Gem Theater opened along with 3 other theaters called "Towel City Theatres"



1984

City of Kannapolis Incorporated



2003

Pillowtex closes its doors

1924

Centerview High School
Opened, later called A.L. Brown



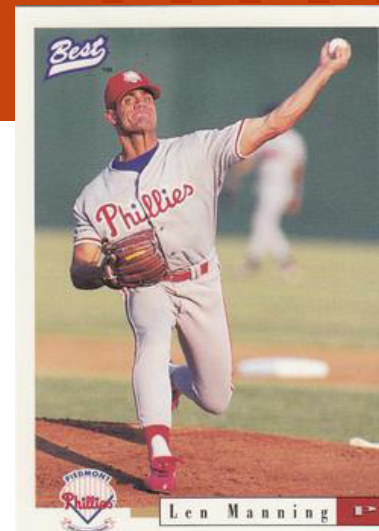
1945

GI Housing offered to veterans in
Kannapolis



1995

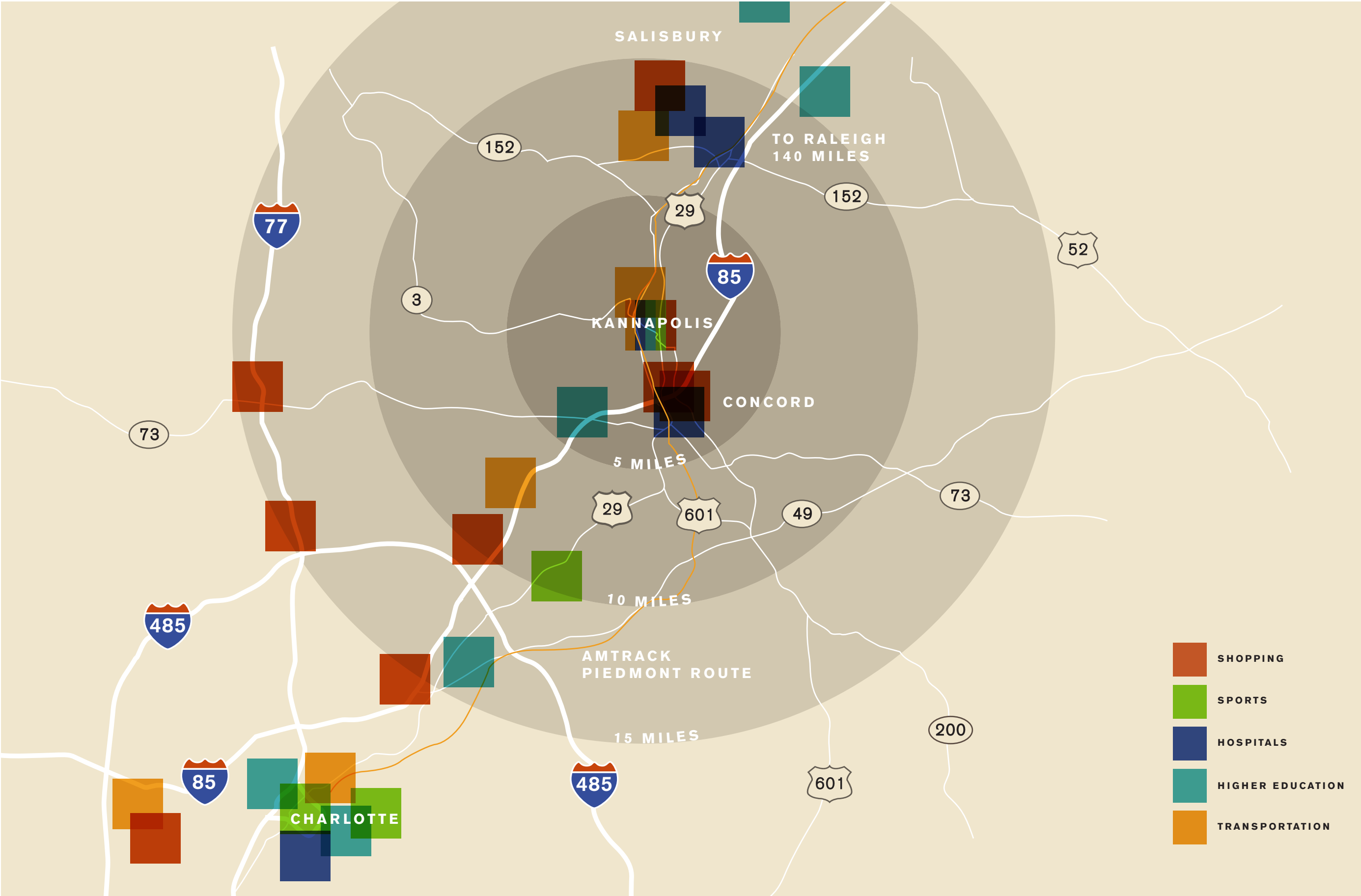
Kannapolis becomes the home of the
"Piedmont Phillies"



2008

The NC Research Campus opens







THE CITY *and the* REGION

“Strategically situated in a growing region, Kannapolis is committed to creating opportunities for economic development and revitalization, while maintaining a healthy quality of life for its community and residents.”

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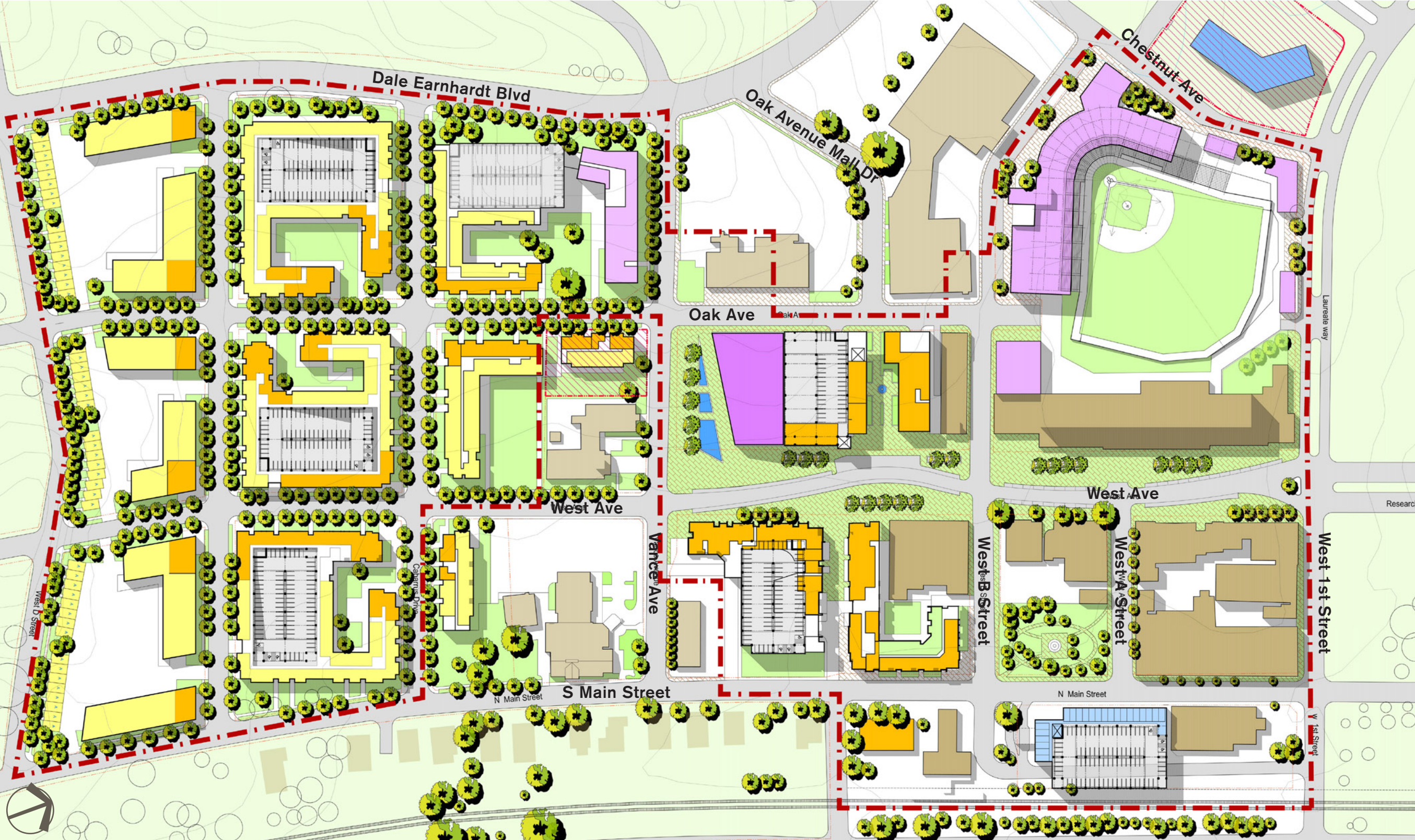
Kannapolis, North Carolina is located less than 20 minutes from Charlotte, one of the fastest developing cities in the country. Home to not only a vibrant cultural, recreational and sports scene, Charlotte ranks sixth nationwide among cities with the most Fortune 500 company headquarters. Charlotte’s regional growth is due to its competitive tax structure, location, pro-business attitude and favorable cost of living. As growth radiates out from Charlotte’s developing core, Kannapolis is attractively positioned for continued economic development and urban redevelopment.

Kannapolis has transitioned from a traditional textile manufacturing town to a leader in biotech research. The North Carolina Research Campus (NCRC), a \$1.5 billion 350-acre biotechnology campus of higher education institutions across the state working together is funded by private investment. The campus – with a focus on human health, food, nutrition and agriculture – has completely transformed the identity of Kannapolis, making big moves for this small town and placing Kannapolis on the map. The Kannapolis “Discover a Healthy Life” brand is differentiating the City from its competitors, by emphasizing the City’s focus on healthy, holistic living and exceptional quality of life.

Kannapolis is committed to significant investment in the City’s infrastructure and prioritizing the revitalization of the downtown core. This vision creatively integrates land use, architecture, urban design and programming, with functional yet attractive infrastructure enhancements to provide a high quality of life for its residents.

The \$1 billion Kannapolis Parkway corridor is part of the City’s dedication to transportation and infrastructure improvements. The Kannapolis Intimidators baseball stadium is currently under design to relocate downtown, providing a significant catalytic change for downtown’s revitalization. Complementing these substantial large-scale economic development projects, Kannapolis is redeveloping its downtown core – generating residential and commercial growth, providing civic and cultural attractions, and offering a place for all ages to socialize and gather. Kannapolis values small businesses and entrepreneurs, enabling the local economy to thrive and prosper. The master plan presented in this vision book demonstrates these goals, showcasing an urban renewal while breathing new life into the downtown core.





GUIDING PUBLIC INTERESTS

DOWNTOWN MASTER PLAN

In 2016, the City of Kannapolis engaged the UNC School of Governments- Development Finance Initiative (DFI) to assist in the strategic planning of Downtown Kannapolis for value creation, guidance for public investments, and the eventual disposition of most of the City-owned properties in the core. The plan set forth parameters for land uses and densities, cultural institutions, the envisioned Sports & Entertainment Venue, and the Demonstration Project for the initial private investment. Through that process, the team developed their Guiding Public Interests that set a course for all initiatives within the downtown core.

DENSITY

Encourage density of development to create activity on the street, drive demand and capture value.

MIXED USE

Create a mixed-use district that supports day to night activity, attracts diverse users and expands the downtown market.

GENERATE DEMAND

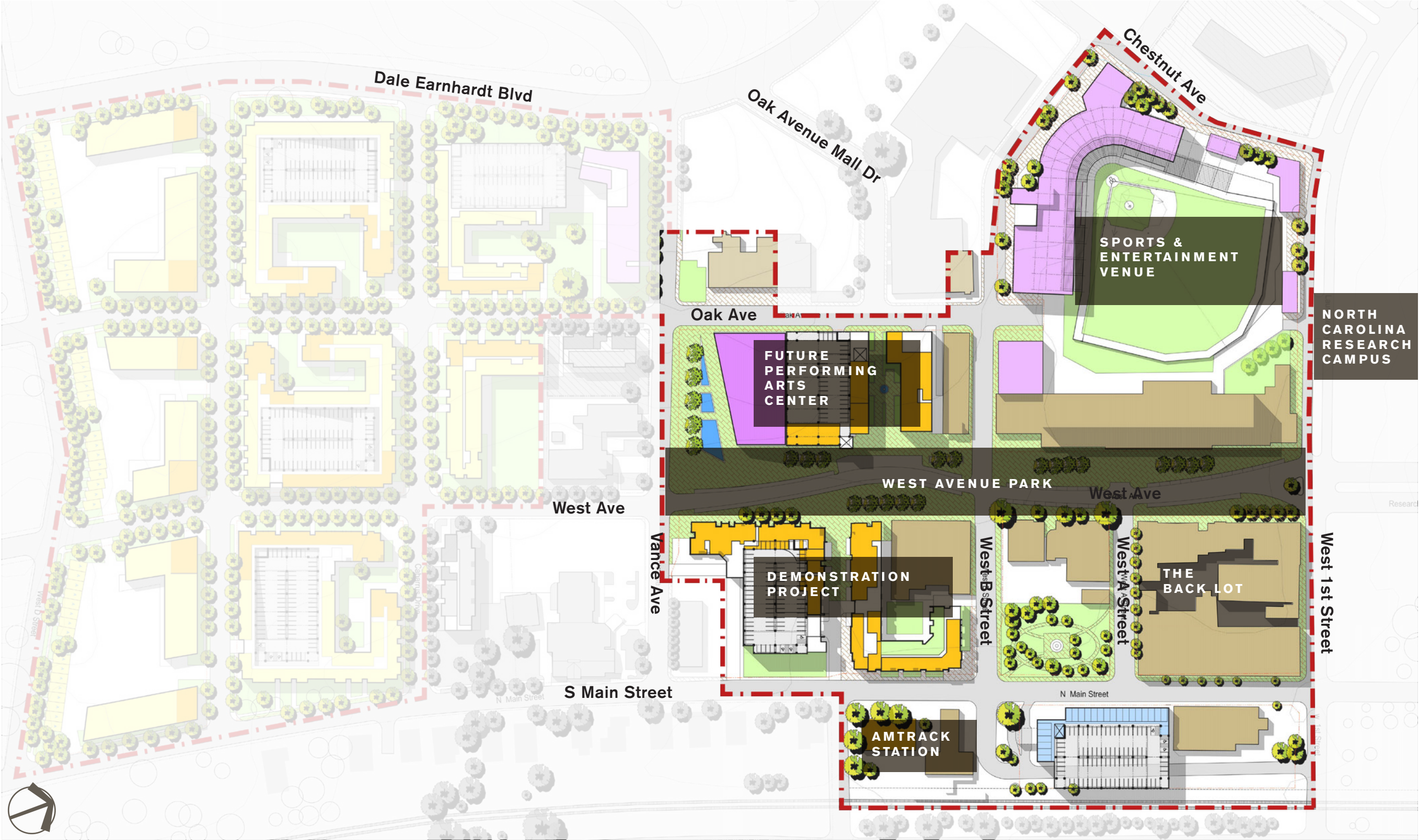
Generate local and regional demand through appropriately scaling, phasing and locating anchors and amenities.

HISTORIC PRESERVATION

Respect the historic integrity of downtown by leveraging historic assets and creating a unique sense of place.

LEVERAGE PUBLIC INVESTMENT

Leverage public dollars in order to maximize private investment that improves the quality of life for Kannapolis citizens.



DOWNTOWN INFRASTRUCTURE

PUBLIC REALM DESIGN OBJECTIVES

Building upon the DFI Master Plan effort and in concert with the catalyst initiatives of the Sports & Entertainment Venue and Demonstration Project, the infrastructure team defined the design objectives for the public realm investments to support the broader downtown goals & interests.

EXPERIENCE PRINCIPLES

1. Create a seamless and welcoming transition from the North Carolina Research Campus, the future residential development to the south, and to neighborhoods / destinations across Main Street and Loop Road.
2. Reinforce the city's healthy living, nutrition, fitness, and wellness brand objectives.
3. Provide for a variety of urban open space experiences, flexible in both scale and program, that are strategically located throughout and well-orchestrated with private investments/land uses.
4. Create moments of higher energy, such as near the future ballpark, and more tranquil spaces near the existing churches and future Performing Arts Center.
5. Create an experience which is casual and family-oriented, and which appeals to a multi-generational, diverse community.
6. Integrate the history of the city in an authentic and meaningful way.

STREET DESIGN/CONNECTIVITY

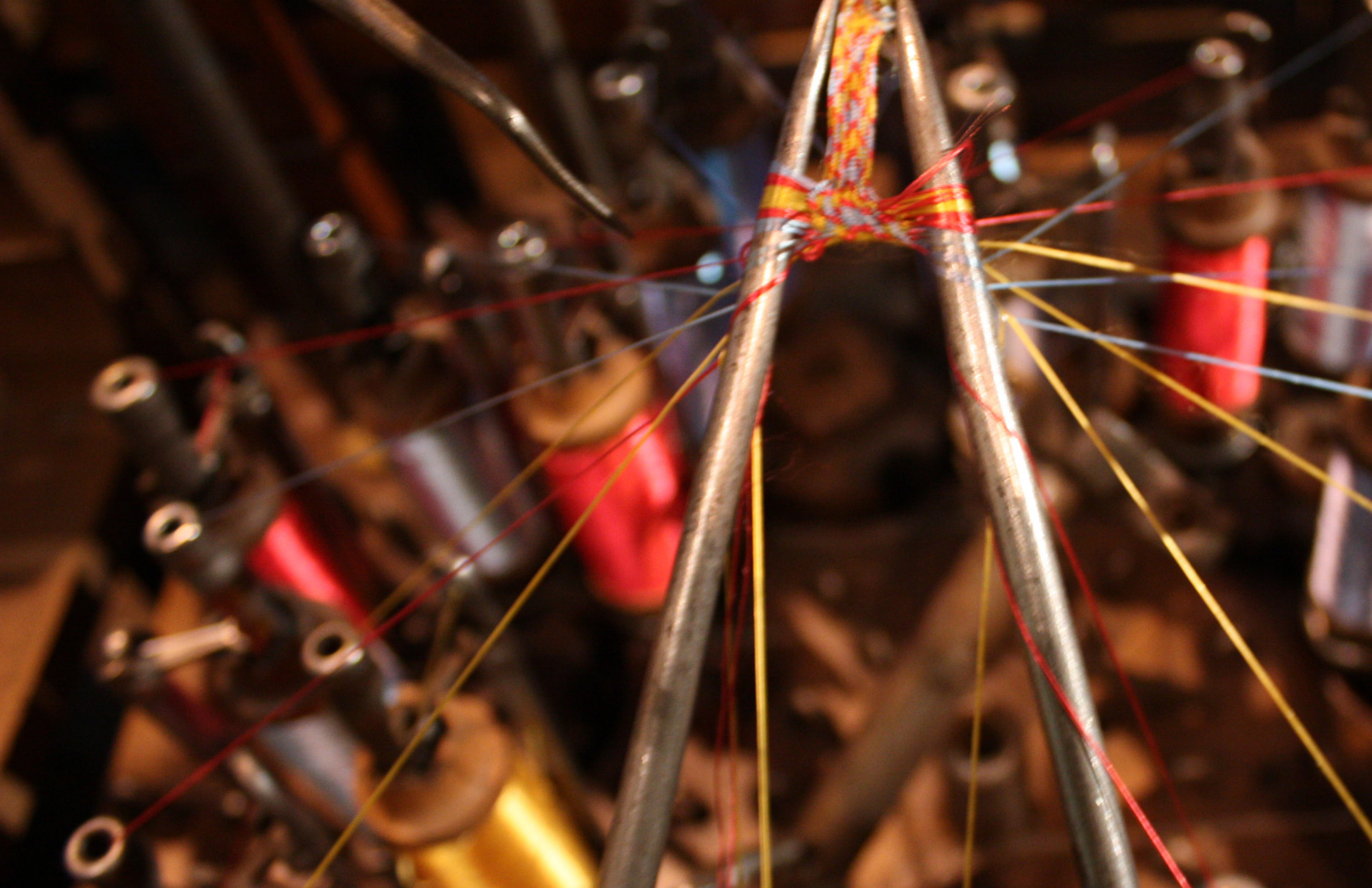
1. The streets should integrate and expand the strategies defined in the Bicycle Master Plan for bike facilities and wayfinding. The focus should be on the casual / recreational bicycle rider experience and reinforce The Loop brand.
2. The street design should strike a comfortable yet dynamic balance between pedestrian experience, building tenant controlled spaces, vehicle accessibility, convenient parking near potential retail tenants.
3. Streetscape design should be flexible to respond to different development scenarios.
4. Consider interim uses through temporary parklets to enhance the aesthetic of non-activated edges.
5. The designs of the streets should reinforce terminus, views, vistas and gateways.
6. The design for West, Oak Avenues and Main Street should: define the street hierarchy and the differences between the function of the streets -appropriately respond to adjoining tenant / uses.
 - be comfortable in scale and materials
 - be thoughtfully programmed and be flexible to accommodate small to larger events
 - be compatible but don't replicate the historic Georgian aesthetic
 - the design of West Ave streetscape should consider the preservation of a significant number of the healthy, mature, center median oak trees

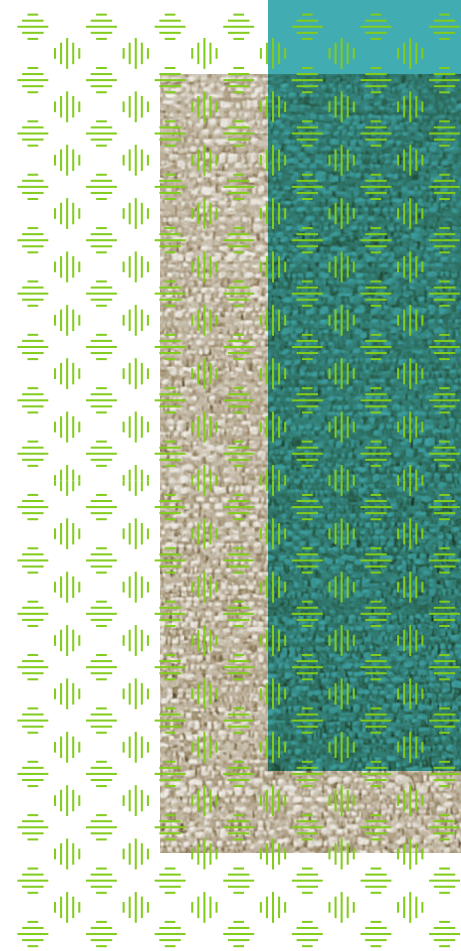
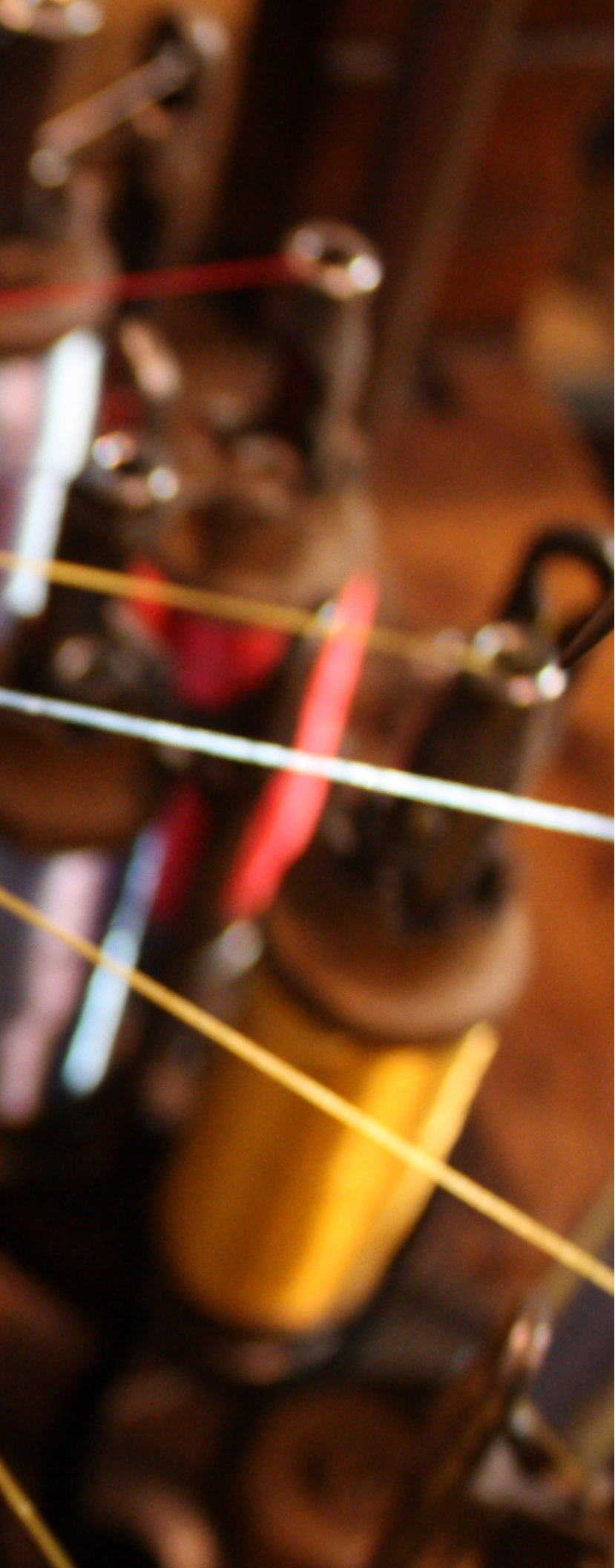
PROGRAMMING

1. Improve pedestrian comfort within downtown core throughout the seasons with regard to shade/micro climate, dynamic water elements, seating, pedestrian scale lighting, and social interaction.
2. Provide for diverse seating options and configurations.
3. Provide for everyday programming throughout the core downtown area to enliven and attract diverse populations at various times of day.
4. Provide for special event programming to better define Downtown Kannapolis as a regional destination, and make provisions for event infrastructure.
5. Create a platform for the arts with both permanent and temporary installation opportunities.
6. Assess opportunities for Smart City infrastructure for communications, connectivity, recharge, water re-use, and energy.

OPERATIONS AND MAINTENANCE

1. Consider long-term operations and maintenance cost and minimize maintenance intensive amenities.
2. Define a consolidated building / trash services /loading strategy that is efficient for existing/future tenants, and which best enables a cohesive pedestrian street experience.
3. Coordinate sequencing in conjunction with new development.





SECTION TWO

THE VISION

Defining Characteristics





VIBRANTLY FULL of LIFE

Create a walkable mixed use district in the heart of downtown. From cultural centers and coffee shops to recreational sports and outdoor gathering spaces, residents and visitors alike can experience an exciting downtown scene.

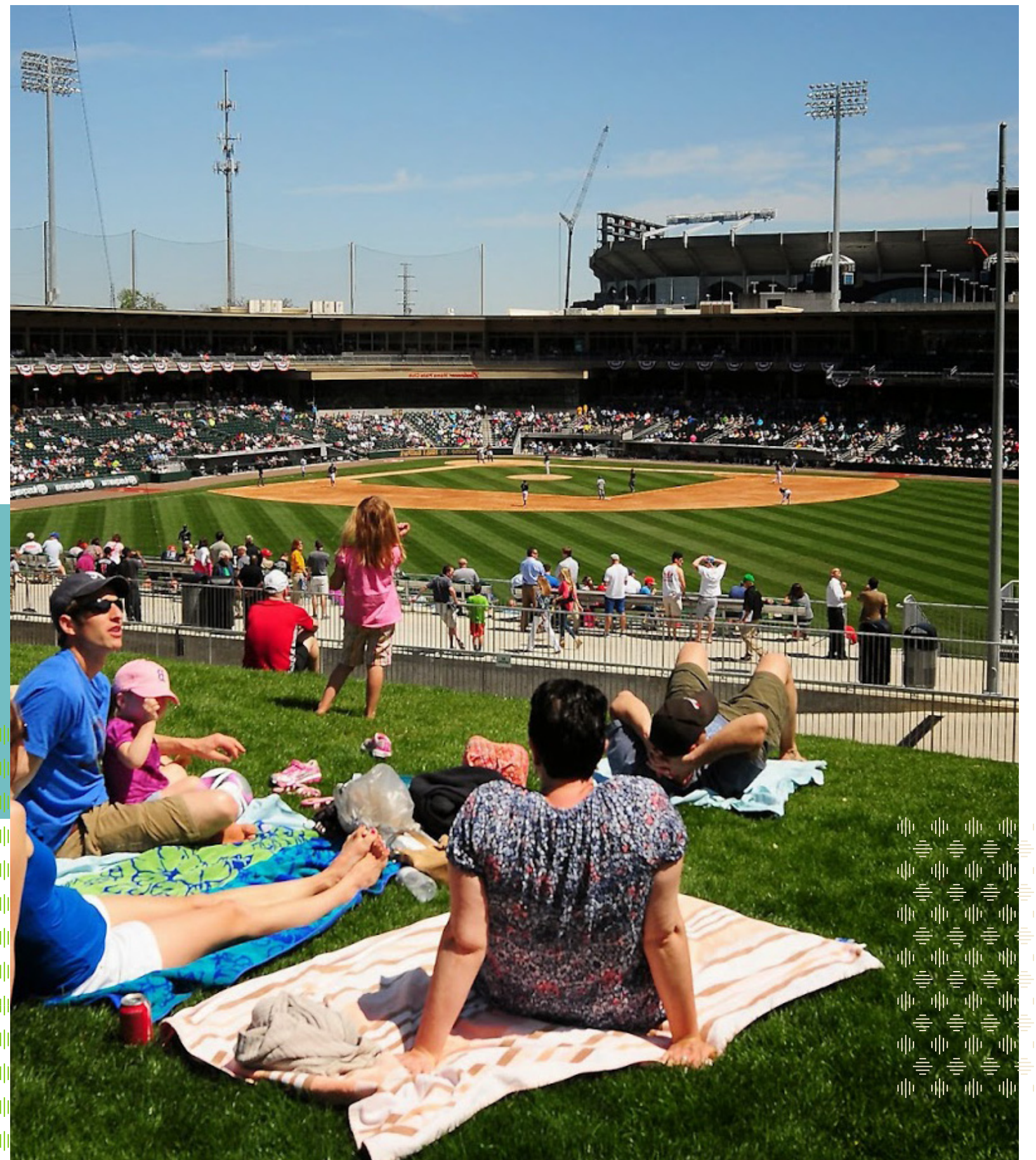


THE DESTINATION

FOR ARTS & ENTERTAINMENT

Develop a historic cultural arts and entertainment district – with performance centers, a new ball park, artist studios, music venues and incubator spaces – to catalyze downtown’s revitalization.







MODERN *Nostalgia*

UNIQUELY KANNAPOLIS

Animate the public realm into a place truly unique in character and context that is distinctly Kannapolis. The City’s mill history is interpreted in downtown’s identity through various details, public art and signage opportunities.









THE RHYTHM OF **DAY & NIGHT**

Transform downtown Kannapolis into an 18-hour cultural hub. The dynamic interplay of day and night activities blend together as family friendly day adventures share space and morph into their nightlife counterparts.



HEALTHY & HAPPY

Reinforce Kannapolis’ “Healthy Living” brand through the connection to the Research Campus’ health and nutrition focus and the city’s recent “Loop the Loop” bicycle program. By connecting amenities through a linear park on West Avenue, providing programming, and structuring open space activations, Kannapolis promotes a greater quality of life.









SOMETHING *for* **EVERYONE**

Include a range of housing, services, retail and amenities to foster a diverse and multi-generational downtown neighborhood. Cultivating a sustainable neighborhood ensures Kannapolis will become a more vibrant, healthy and equitable city for all.







SECTION THREE

PUBLIC REALM VISION PLAN

Welcome to the New Kannapolis

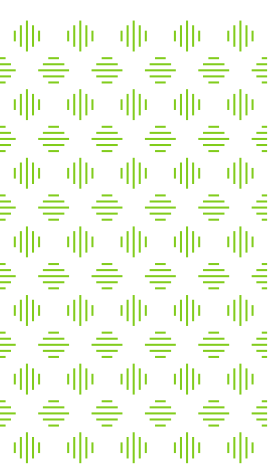
THE IDEA

XXXXXXXX

At the heart of Downtown Kannapolis is the creation of a Signature Street. The new West Avenue transforms into a collection of “rooms within rooms”, connected by circulation “hallways” to adjoining destinations and activated at various times of day through a well-orchestrated program. This vibrancy shall create a memorable and authentic experience which attracts regionally and which fosters new Kannapolis traditions.

West Avenue’s transformation is evident in various bold and compelling interventions – rearranging street hierarchy and allocating the majority of the right of way for the pedestrian experience, designing a signature streetscape palette to differentiate West Avenue from adjacent streets, creating a series of ‘rooms’ to orchestrate a variety of playful and programmatic spaces, and providing an equity of experience across the length of the streetscape. A lush garden oasis transitions residential buildings to a casual yet fresh street scene. Opportunities for discovery and delight

are evident as weaving through public and private open spaces engages the senses. Adjacent amenities, like the Sports & Entertainment Venue, complement the energy and activity staged on West Avenue to provide a rich platform for private retail and residential investments to thrive. To ensure success in the implementation, it is important that the transformation of the public realm is in concert with a well-crafted retail and residential strategy to ensure a cohesive experience that sustains private investment.



SPORTS
& ENTERTAINMENT
VENUE

High
ENERGY
FOOD / SPIRITS

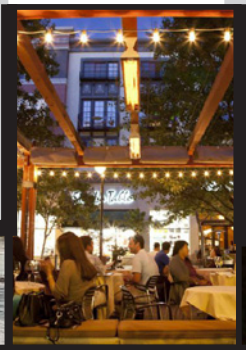
Spill out Space

Brewery

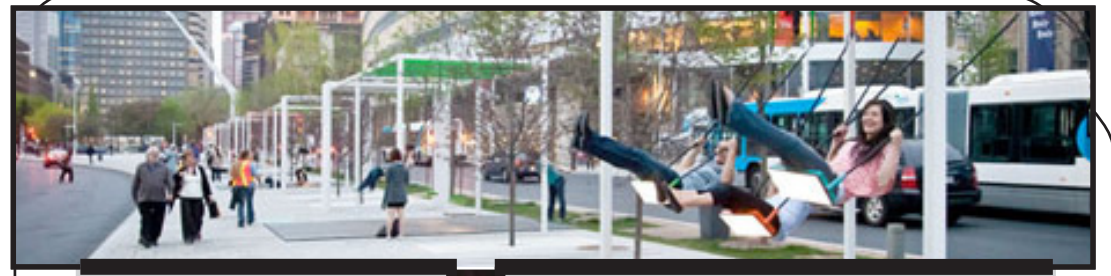
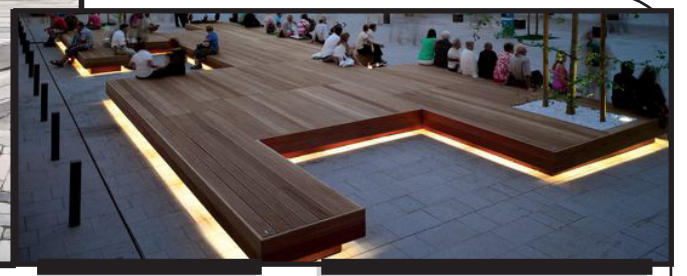
DYNAMIC LIGHTING

outdoor
PERFORMANCE
EVENT

CRAFT COCKTAILS



WEST AVE



WATER
FEATURE

SEE ARTFUL & COLORFUL
&
BE SEEN

Living Room
Play Room

FINE
DINING

GEM THEATRE

FIRST BAPTIST
CHURCH

CASUAL & QUIRKY

WEST B STREET

WEST A STREET

WEST 1ST STREET





DALE EARNHARDT BLVD

FOOD LION

WELLNESS WAY

CHESTNUT AVE

SPORTS &
ENTERTAINMENT
VENUE

OUTFIELD
PROMENADE

OAK AVE

FUTURE
DEVELOPMENT

FUTURE
PERFORMING
ARTS CENTER

FIRST
PRESBYTERIAN
CHURCH

NORTH
CAROLINA
RESEARCH
CAMPUS

NORTH RESEARCH CAMPUS DRIVE

WEST AVE

FORTY SIX
RESTAURANT

FIRST
BAPTIST
CHURCH

VETERANS PARK

GEM
THEATER

THE
BACK
LOT

DEMONSTRATION
PROJECT

KIMBALL
MEMORIAL
LUTHERAN
CHURCH

DALE
EARNHARDT
PLAZA

SOUTH MAIN STREET

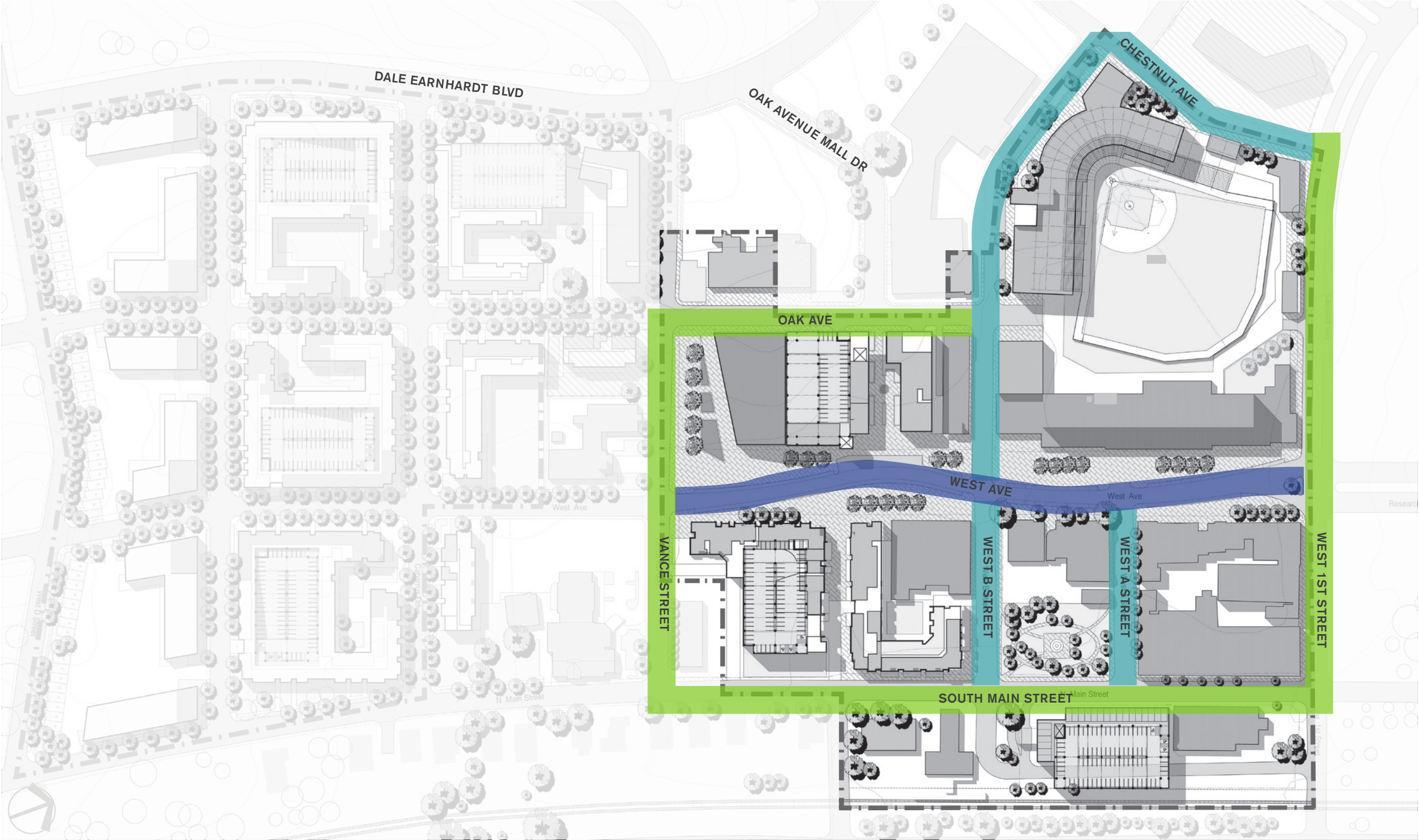
WEST B STREET

WEST A STREET

WEST 1ST STREET

VANCE AVE

WEST 1ST STREET



STREET HIERARCHY

The overall infrastructure framework for the project area is segmented into levels of hierarchy.

SIGNATURE STREET

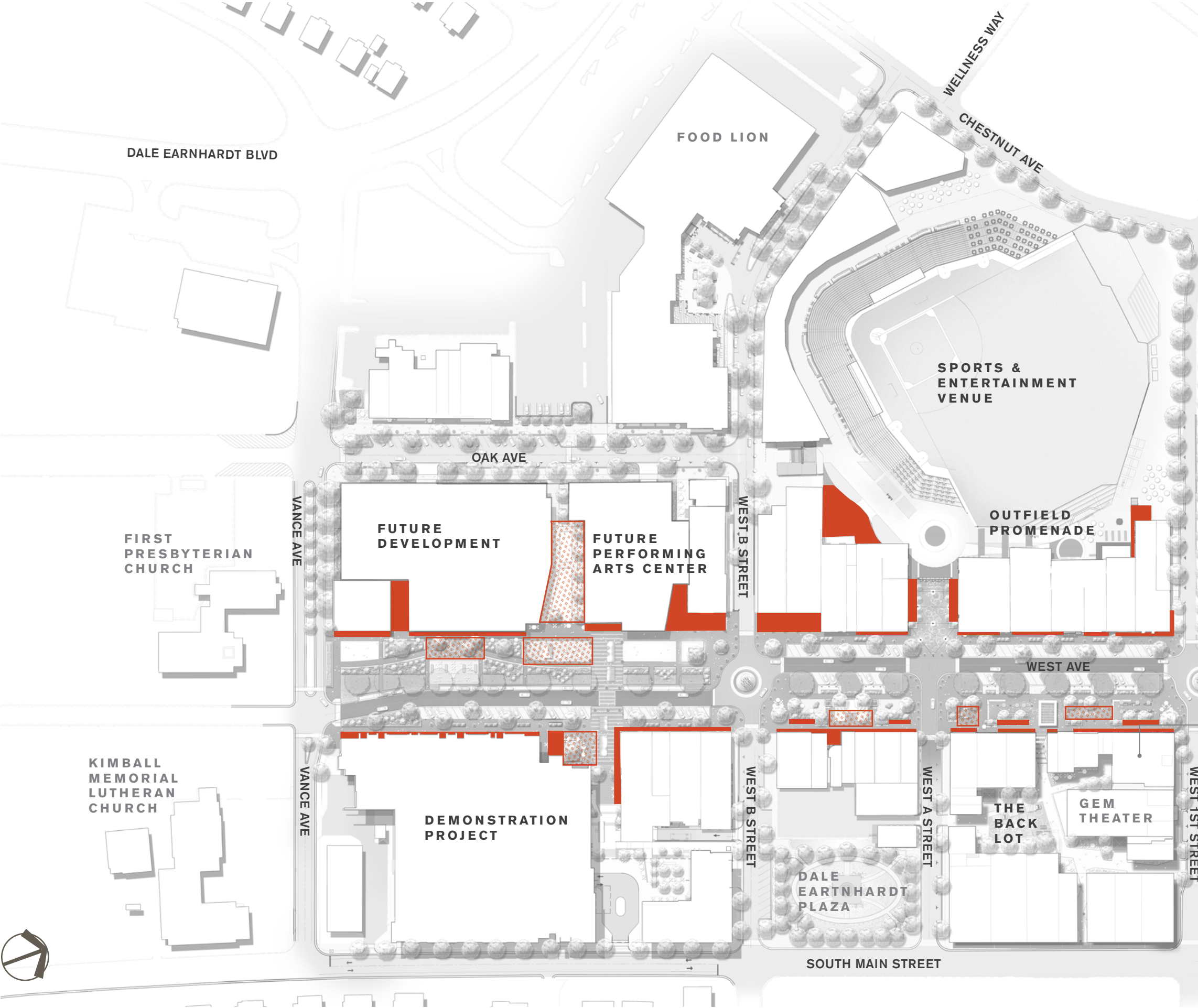
With the main emphasis on West Avenue, this street becomes downtown Kannapolis' signature linear landmark, with dialed up streetscape improvements, retail and restaurants and other thriving nodes of playscape and discovery.

PRIMARY STREET

Parallel to West Avenue streets are primary streets like Oak Avenue and South Main Street. These streets hold prominence and begin to incorporate a style and vocabulary similar to but in less detail as West Avenue.

SECONDARY STREET

Other adjacent streets to the project area are secondary streets, with little to no streetscape improvements. These streets help channel energy and movement to the signature street.



PRIVATE OUTDOOR DINING

XXXXXXXXXX

There is +/- 21,000 SF along West Avenue designated to accommodate outdoor dining or private display space for adjacent businesses.

Private design of public spaces

Throughout West Avenue it is intended to have a lively interaction between businesses and the adjacent public space. Private zones have been identified that ideally would be privately furnished to reflect the character and use of that business. These zones are suitable for private outdoor dining and business displays. While the streetscape along West Avenue is public, the extension of the private indoor space into this outdoor area should be encouraged, as this glimpse into the shops and restaurants not only invites patrons inside, but also creates street activity and adds interest to the adjoining public space. Private use of these should be managed by the City in accordance with the following guidelines:

Seating, such as benches and appropriately scaled table and chair sets in front of restaurants, cafes, etc. are well maintained and complement the public space

Potted plants, merchandise displays, and temporary signs (such as sandwich board signs that are in compliance with City sign regulations) should be permitted adjacent to the façade of the building with which they are associated.

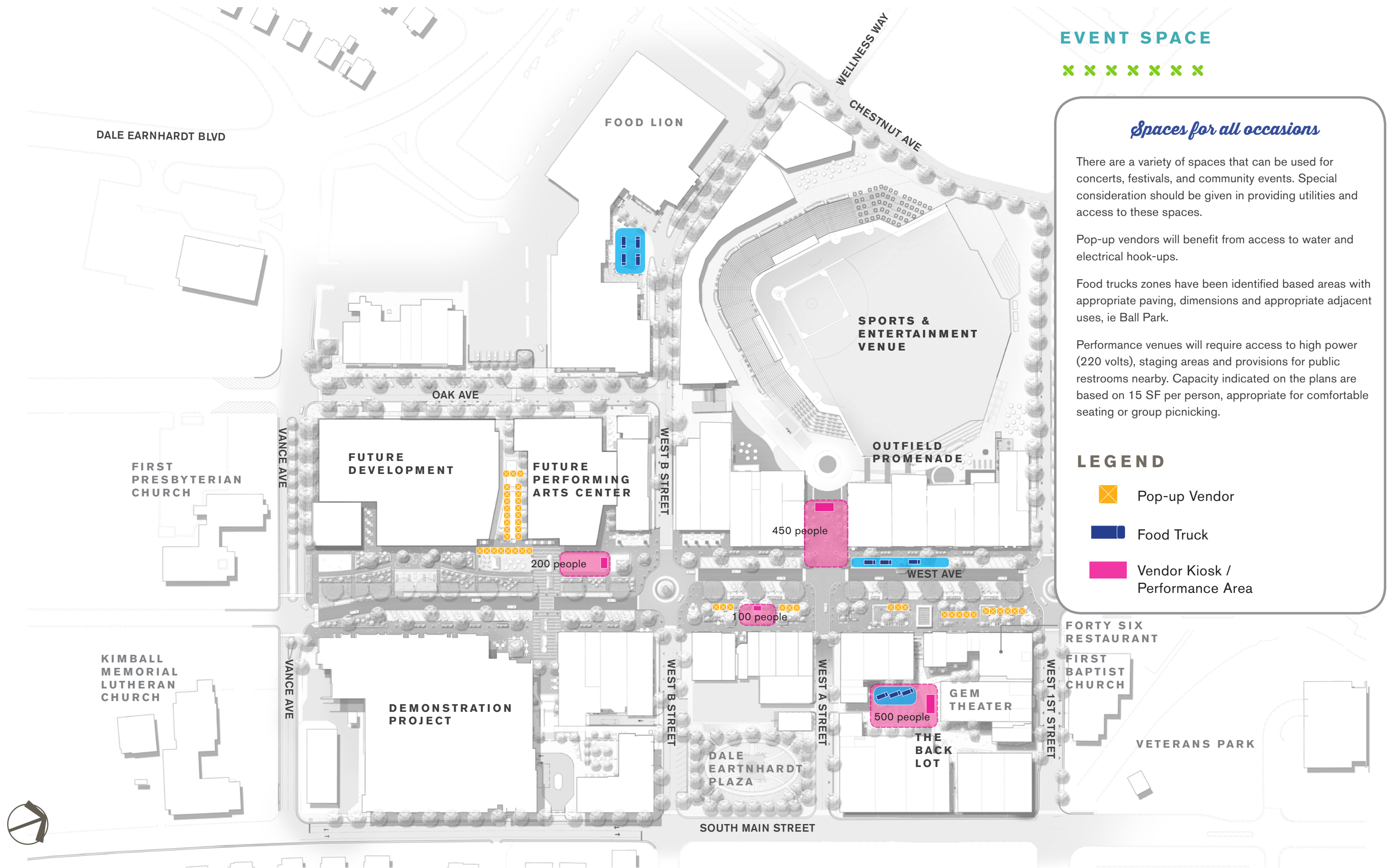
All such furnishings shall be located within a space of 8 feet from the building façade while maintaining an 8 foot minimum clear pedestrian path. Additional space on the other side of the pedestrian path may be used, too, with permission from the City. Outdoor dining areas created in this manner should be permitted provided they are clearly demarcated as to their intended use.

Tables and chairs should be attempted to be located underneath awnings as opposed to umbrellas to maintain 8 foot height clear when adjacent to the 8 foot minimum walking path.

LEGEND

- Private Control
- Optional Private Control





EVENT SPACE

XXXXXX

Spaces for all occasions


There are a variety of spaces that can be used for concerts, festivals, and community events. Special consideration should be given in providing utilities and access to these spaces.

Pop-up vendors will benefit from access to water and electrical hook-ups.


Food trucks zones have been identified based areas with appropriate paving, dimensions and appropriate adjacent uses, ie Ball Park.

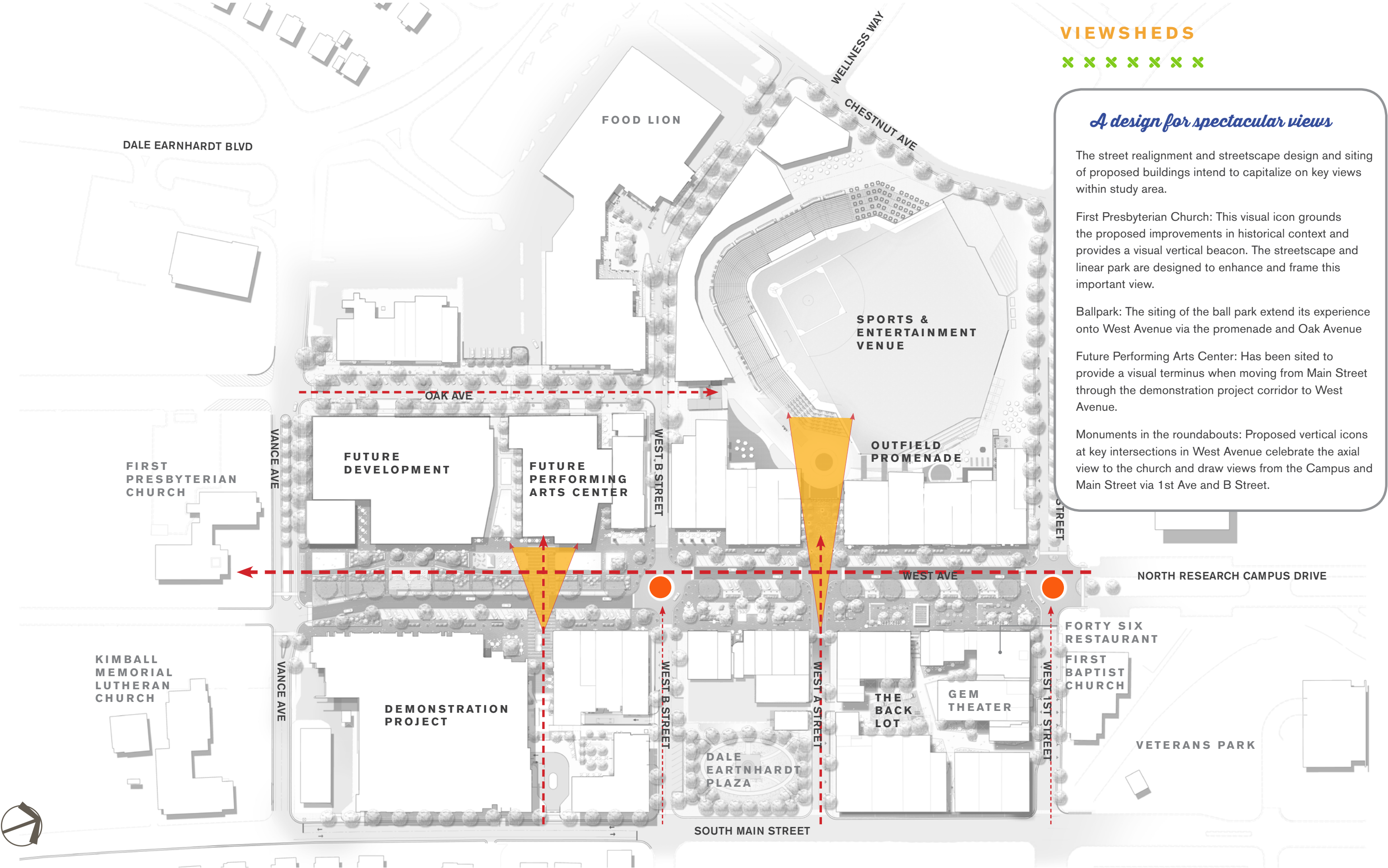
Performance venues will require access to high power (220 volts), staging areas and provisions for public restrooms nearby. Capacity indicated on the plans are based on 15 SF per person, appropriate for comfortable seating or group picnicking.

LEGEND

 Pop-up Vendor

 Food Truck

 Vendor Kiosk / Performance Area



VIEWSHEDS

XXXXXX

A design for spectacular views

The street realignment and streetscape design and siting of proposed buildings intend to capitalize on key views within study area.

First Presbyterian Church: This visual icon grounds the proposed improvements in historical context and provides a visual vertical beacon. The streetscape and linear park are designed to enhance and frame this important view.

Ballpark: The siting of the ball park extend its experience onto West Avenue via the promenade and Oak Avenue

Future Performing Arts Center: Has been sited to provide a visual terminus when moving from Main Street through the demonstration project corridor to West Avenue.

Monuments in the roundabouts: Proposed vertical icons at key intersections in West Avenue celebrate the axial view to the church and draw views from the Campus and Main Street via 1st Ave and B Street.

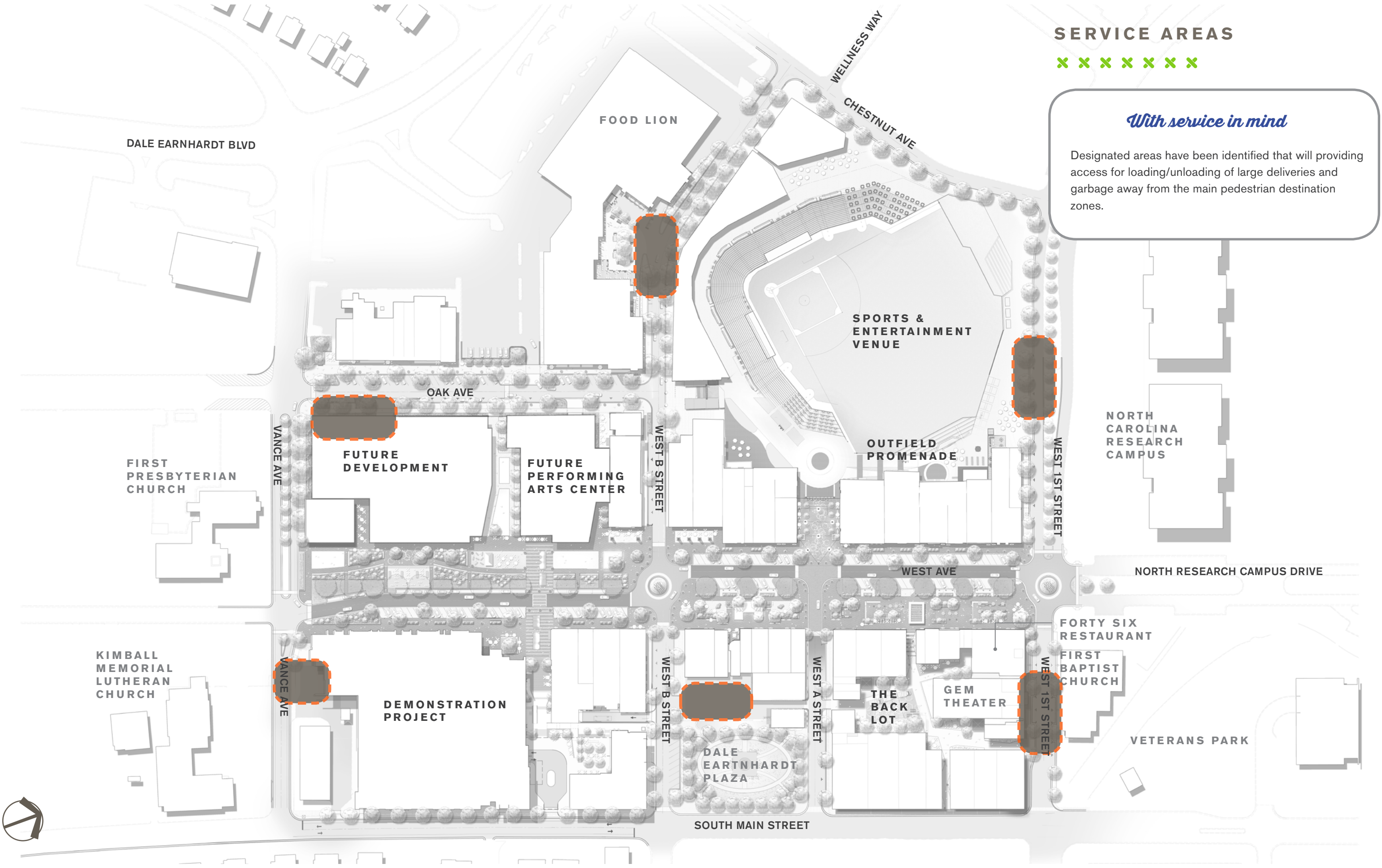


SERVICE AREAS

XXXXXX

With service in mind

Designated areas have been identified that will providing access for loading/unloading of large deliveries and garbage away from the main pedestrian destination zones.





THE PLACES

WEST AVENUE PARK

This new 18 hour experience is reminiscent of the heyday of textiles; where downtown was the community living room and businesses thrived. The four block park provides a platform for culture and commerce, and an experience that is unique and authentic to Kannapolis.

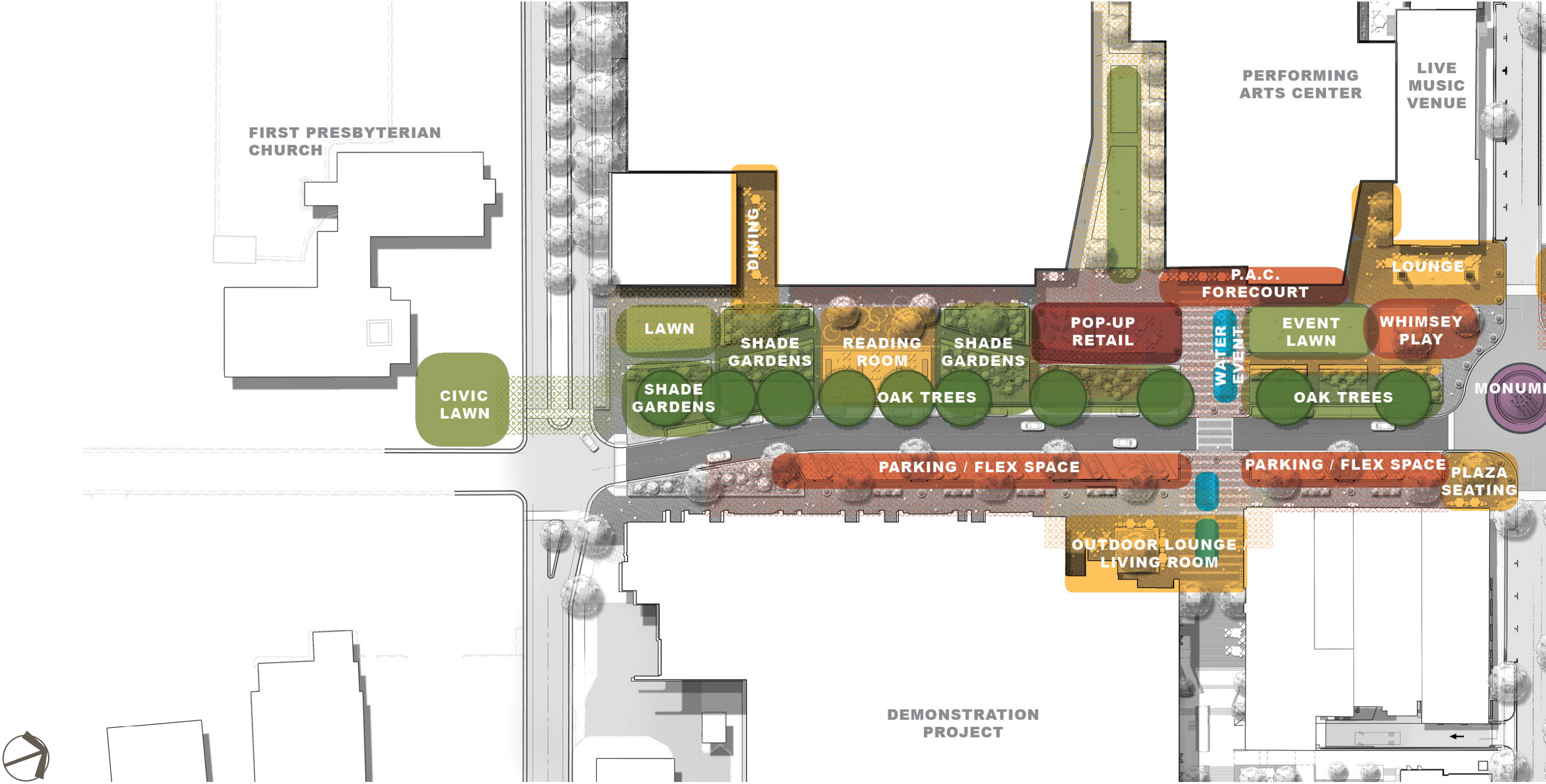
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West Avenue transforms into a series of “rooms within rooms”. This approach begins to create a variety of public spaces that may be programmed individually; from bustling outdoor dining and event spaces, to more quiet reading rooms or creative play areas. Through a better balancing of vehicles and pedestrian activity, we achieve a much more comfortable place that is welcoming to families, younger children, and Kannapolis seniors. It is in the diverse programming of the rooms that create a richness of experience that attracts everyone, and that is a flexible space which can effectively accommodate events and festivals.

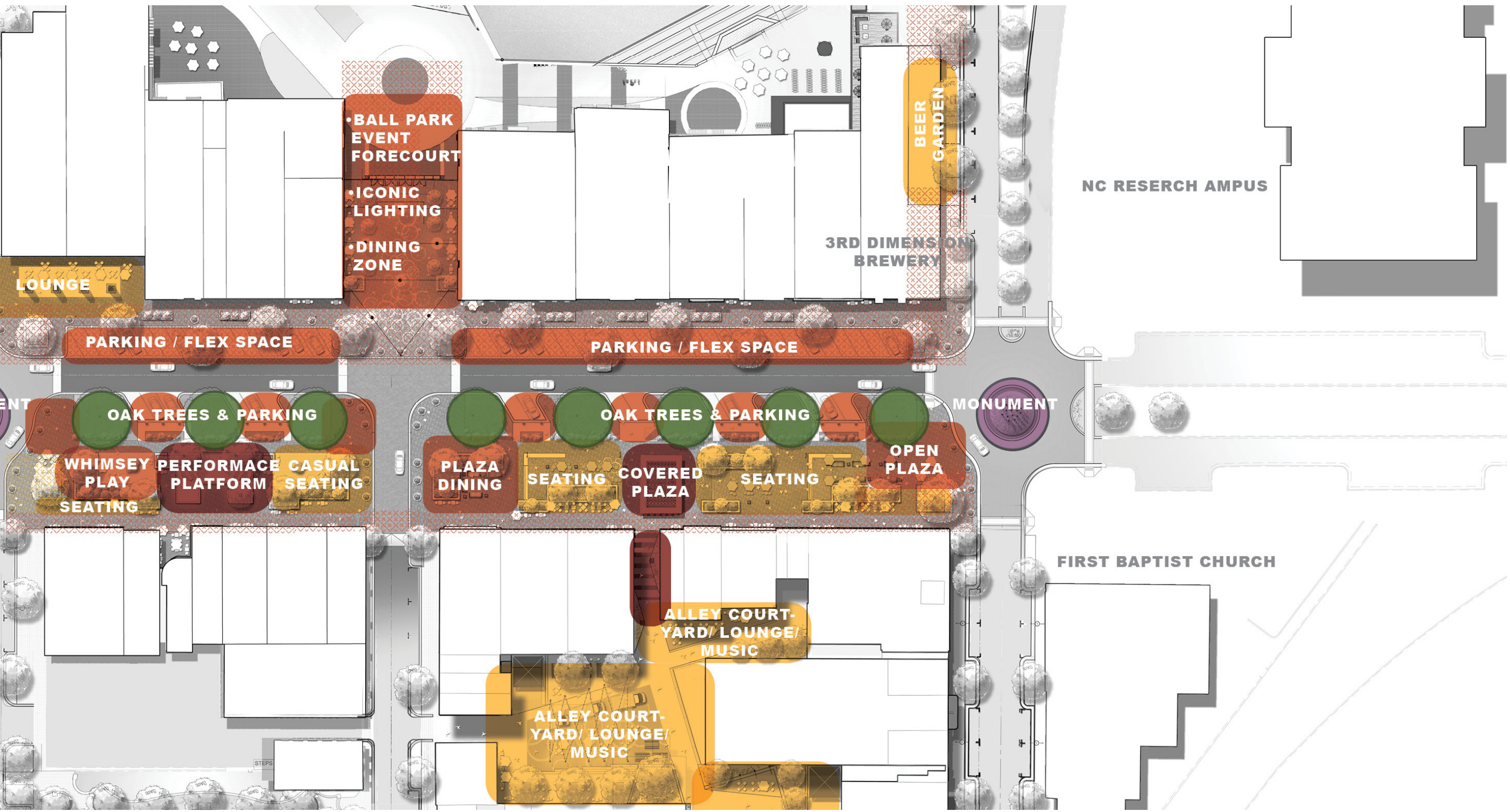
Unique features like elevated seating platforms and urban swings incorporate a playful component, while vibrant streetscape and step transitions artfully craft the ground plane. Vendor kiosks, outdoor cafes and reading rooms provide program opportunities to incentivize passerby to sit and stay awhile. A dynamic water feature captivates everyone’s attention, encouraging interaction. There is something for everyone on West Avenue.

WEST AVENUE PARK - SPACE PROGRAMMING

XX



WEST AVENUE SOUTH



WEST AVENUE NORTH



SEAT PLATFORM

Gathering space to see and be seen

URBAN SWINGS

Playful installations bring out the inner child in all



WEST AVENUE NORTH





View 2





WEST AVENUE NORTH | LIGHTING

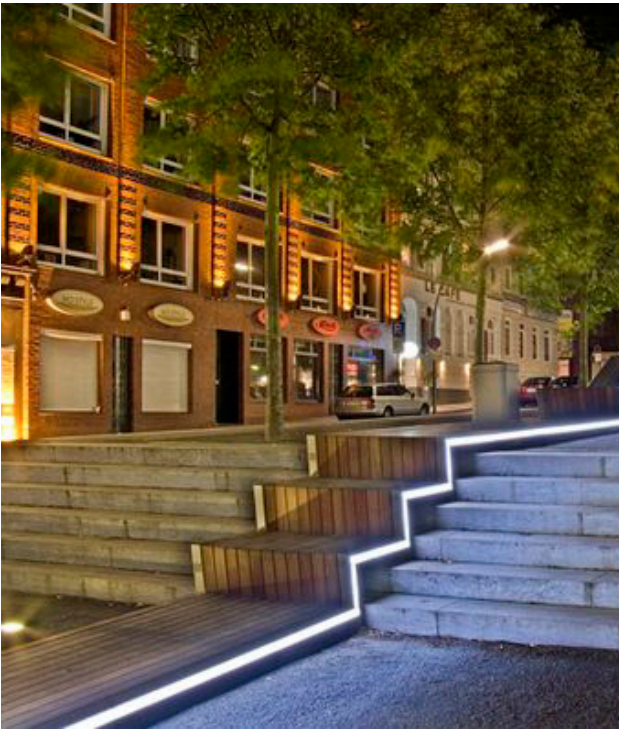
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STEP TRANSITIONS

Energize the experience between spaces



VIBRANT STREETSCAPE

Darker ground plane tones to set off back of building color and green landscape



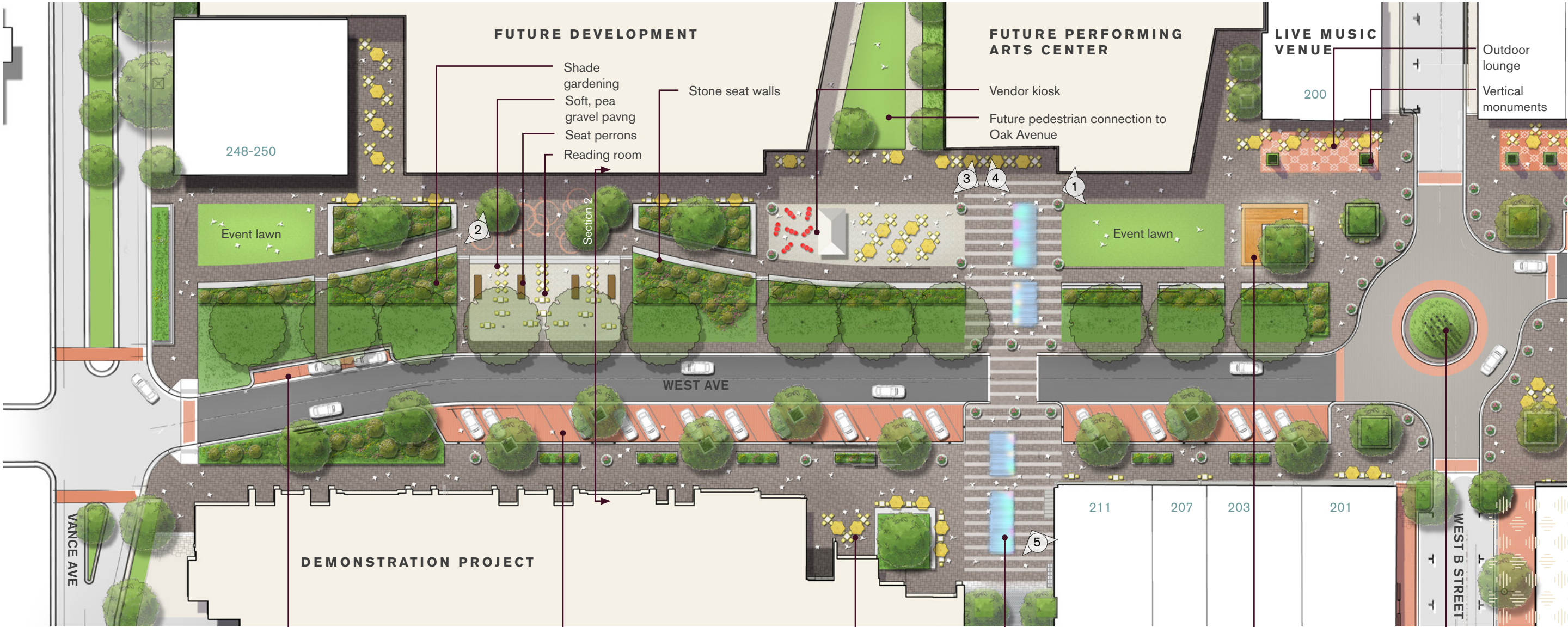
WEST AVENUE NORTH | SECTION

XX



Section 1

WEST AVENUE SOUTH



(17) Parallel parking spaces

(31) Diagonal parking spaces

Outdoor lounge

Dynamic laminar flow water tunnels

Wood seating platform

Sculptural element



DYNAMIC WATER

Playful intervention to engage the senses



GARDENS

Reclusive retreat for contemplation: a place for art / whimsy





View 1



WEST AVENUE SOUTH | LIGHTING

XX





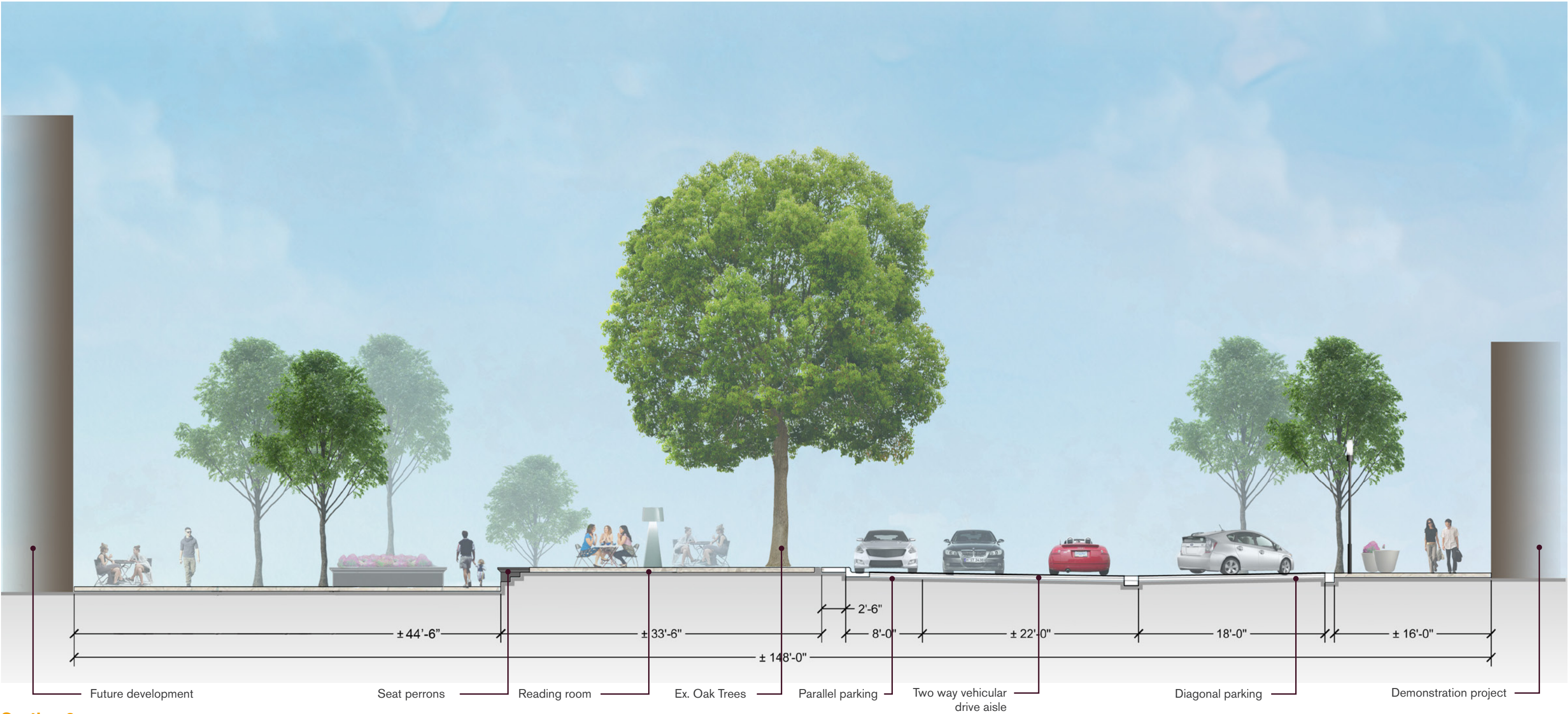
Streetscape approaching dynamic water feature



Dynamic water adjacent to crosswalk

WEST AVENUE SOUTH | SECTION

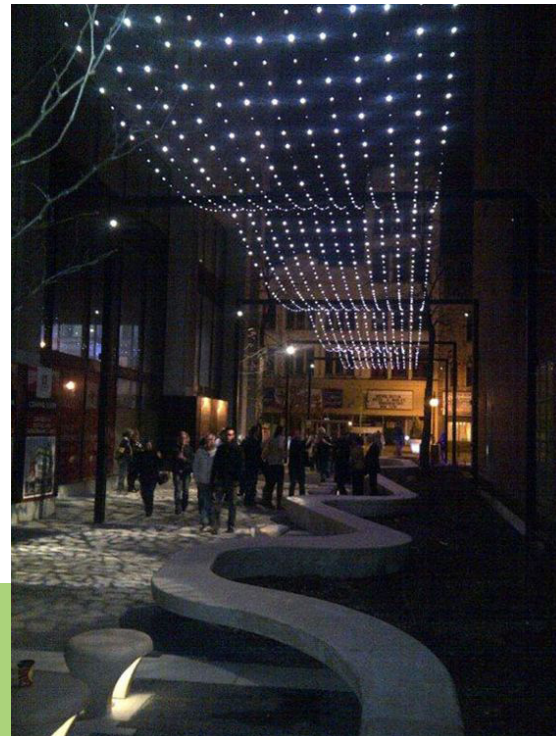
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SOFTSCAPE / PLAY FACTOR

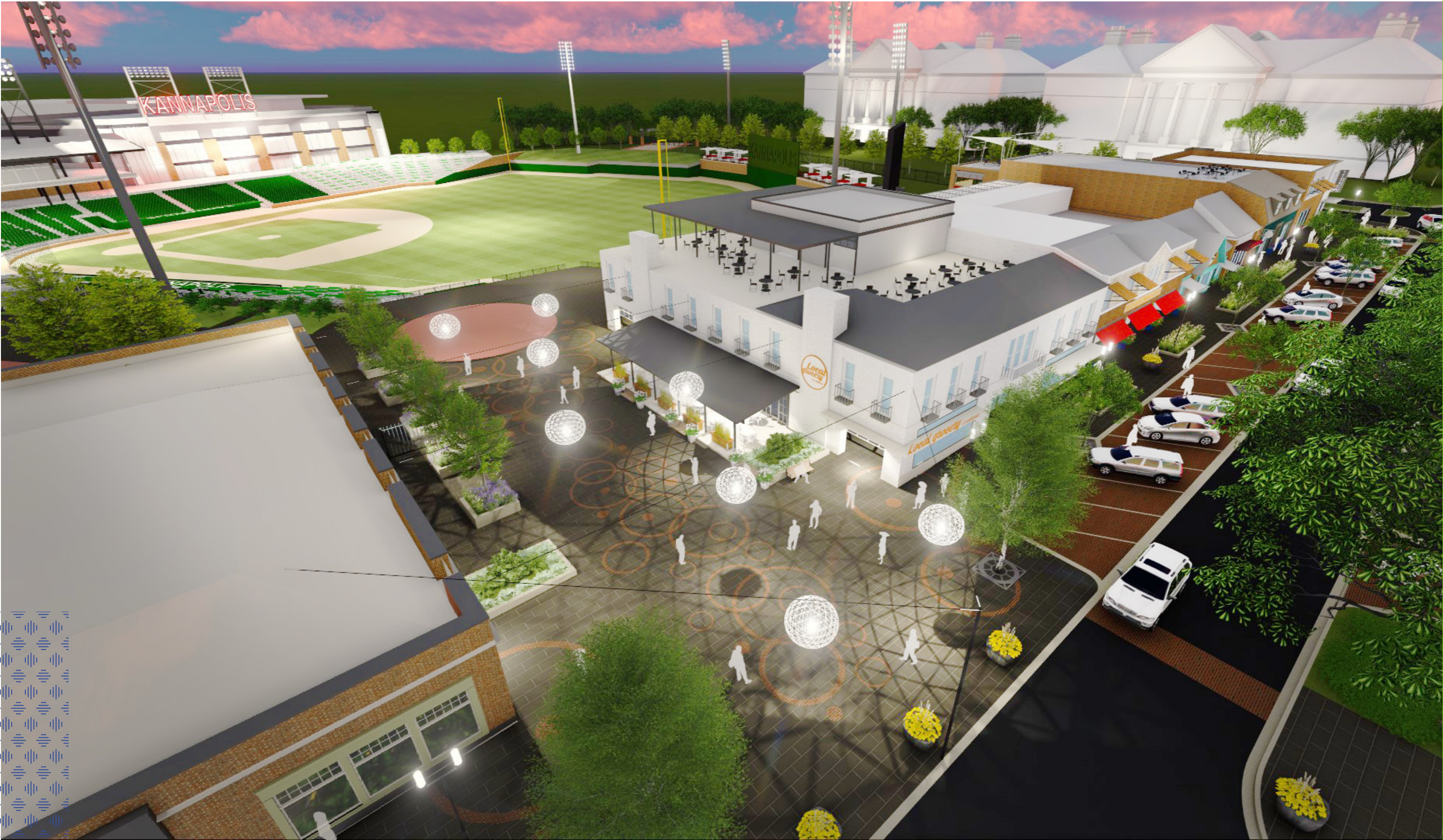
Changes in ground plane materiality designate various programming components



EVENT LAWN

Provides flex space for playful interventions





THE PLACES SPORTS & ENTERTAINMENT VENUE

Take me out to the ballgame. Take me out to the show. Spill out space
welcomes all to this entertainment venue.

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Downtown Kannapolis has a new feature in town – a sports and entertainment venue at the heartbeat of downtown where West Avenue and Oak Avenue meet the North Carolina Research Campus. Whether one is attending a baseball game, car show, or concert performance, this dynamic venue is bound to draw the masses.

The careful location of the venue provides for a captivating front door from West Avenue Park through a portal between the historic architecture. This will be unique to

the marketplace and provide for a seamless experience to the West Avenue Park. The transformation of the existing architecture on West Avenue shall create a multi-sided experience with the Outfield Promenade. The promenade is packed with restaurants, team store, and lounges which create a “ballpark alley” to service the needs of fan enthusiasts, as well as create a daily destination. Rooftop terraces overlook the venue and heighten the experience of viewing a show from a new perspective.

GATEWAYS

Transition access and circulation space between places



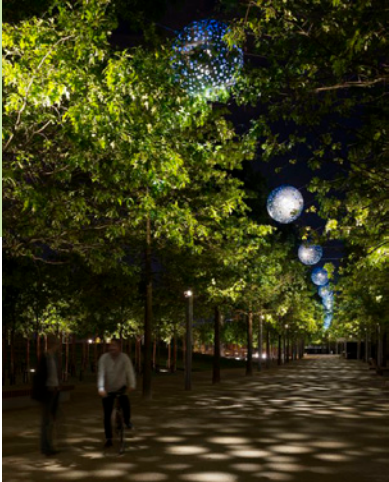
BALLPARK ALLEY

Outfield promenade that activates daily and during performances



PERFORMING ARTS

Multi-use venue accomodates concerts and sporting events to entertain and inspire



BALLPARK GATEWAY PLAZA

Ample pedestrian circulation provides room for programming and gathering

ROOFTOP TERRACES

Multi-layered public spaces incorporate height and hierarchy



LIGHTING PROCESSION

Hanging lights provide a visual axis to venue

[illegible]



THE PLACES

THE BACK LOT

Tucked away behind tenant walls, a new rhythm is born. Welcome to the Back Lot, where hip vibes meet chance encounters for a truly 'local' experience.

✕ ✕ ✕ ✕ ✕ ✕ ✕

With its own personality, the Back Lot is the place to witness another world in downtown Kannapolis. Local music performances, evening movies, performance and physical art and pop-in food and retail vendors set the stage for a casual | eclectic night out on the town.

This hidden Gem beckons to be explored. Monumental steps welcome visitors to sit down and take in the energetic view of varying activity. A feature wall with its own artistic flair adds to the personality of the Back Lot. Nestled nooks of various seating arrangements accommodate the lunch and dinner scene.

It is casual | local Kannapolis at its best.



UNCOMMON SPACE

Atypical hub of activity brings people together



CASUAL VIBE

Air of flair with an edgy flavor



AUTHENTIC / LOCAL

Hidden gems and pop-up findings waiting to be explored

[illegible]



THE PLACES

OAK AVENUE

Setting the stage for all performances, Oak Avenue rolls out the carpet for what's next.

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Oak Avenue will undergo significant streetscape improvements to create a more comfortable pedestrian experience and to reinforce one of the main entrances to the Sports & Entertainment Venue at its terminus. A dramatic axis is set along Oak Avenue as all views point in the direction of a grand ballpark stair, elevating the

ground plane up to venue level. Pedestrian passages and courtyards connect Oak Avenue to West Avenue, tying together civic and residential uses. Food & beverage opportunities are situated on Oak Avenue, as well as in a courtyard for event day local pop-in food vendors to encourage a vibrant retail and restaurant offering.

COURTYARDS

Tie together civic and residential uses



OUTDOOR DINING

Activate the edge with food and beverage

AXIAL CONNECTION

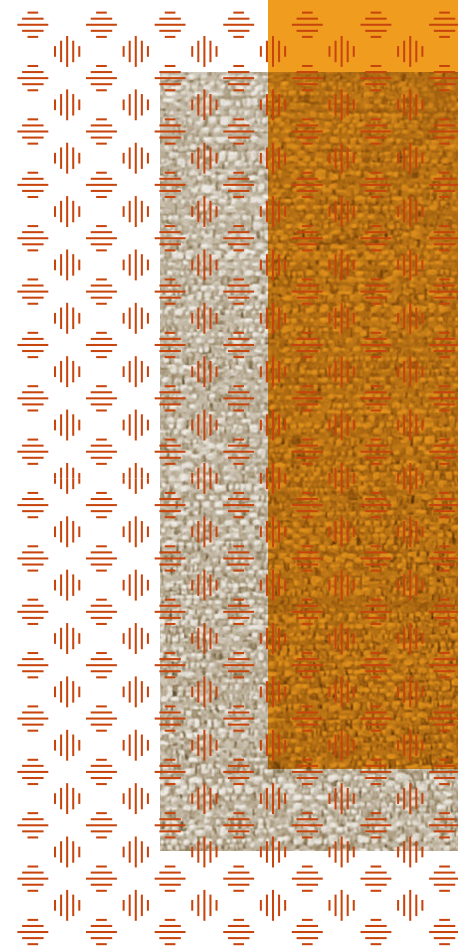
Terminate Oak Avenue to Sports & Entertainment Venue entrance



OAK AVENUE







SECTION FOUR

ARCHITECTURE PRINCIPLES

for Downtown Hannapolis



KANNAPOLIS, NORTH CAROLINA



ARCHITECTURE PRINCIPLES

The architecture of West Avenue should feel uniquely Kannapolis. It should have a authentic character reflective of its mill town roots and unique history as a laboratory of ideas about architectural history and commerce. Just as it has in the past, it should adapt and remain relevant to the present and it should be receptive to new ideas to look toward the future.

-
- HIGHLIGHT THE UNIQUE HISTORY
 - CRAFT AN AUTHENTIC FUTURE
 - EMPHASIZE VARIETY AND INDIVIDUALITY
 - CREATE A LIVELY, ENGAGING PEDESTRIAN EXPERIENCE



HIGHLIGHT THE
UNIQUE HISTORY

J.W. Cannon’s “Model Mill Village” has gone through many changes as it was transformed to a Southern Colonial Williamsburg and then to a privately owned outdoor shopping mall on its way to becoming the Kannapolis we see today.





CRAFT THE FUTURE STORY

- Updated details
- Modern exterior materials
- Updated lively signage
- Stylish exterior furnishings
- Define exterior spaces for different sized groups

The future of a vibrant downtown Kannapolis is within reach by drawing inspiration from the origins and basic structure of the buildings and infusing them with new life by adding fresh materials and unique details. The builders of Kannapolis knew that large storefronts, inviting, shady entrances, and variety in the pedestrian experience led to a downtown that drew patrons and invited people to spend time in their community.

VARIETY & INDIVIDUALITY

- Large Open Storefronts
- Variety of Modern Exterior Materials
- Inviting Canopies
- Shady Awnings
- Inset Entrances
- Bring the Inside Outside





100-120 WEST AVENUE

XX



1940's



1950's



2016



2016

DESCRIPTION

In the early twentieth century, the 100 block of West Ave. had a variety in its architecture and the businesses that occupied them. The block had a good pedestrian scale and experience, enlivened by the combination of larger two story buildings like the A&P / Belk building and small scaled, one story buildings that were occupied by auto repair shops and local businesses.

Since then, the buildings have been uniformly covered in red brick, and the traditional wood trim details have all been painted a similar light beige color. The large storefronts and garage doors that previously allowed pedestrians to see merchandise and people inside shops and stores were replaced with more residential punched openings with smaller panes of glass in a likely effort to resembling some idea of the historic colonial town of Williamsburg, Virginia.

KANNAPOLIS, NORTH CAROLINA



Proposed



Proposed

CONCEPT

- Return variety and individuality to the architecture of the block as inspired by historic photographs
- Building uses focused on food & beverage venues that have a synergy with the ball field
- Increase visual and functional connections between interior and exterior
- Maintain a balance of materials by keeping some existing brick, painting some brick, and adding updated new colors and materials

STOREFRONT GUIDELINES

- Increase size of windows and storefront with fewer and narrower muntins
- Smaller glass panes may be used at transoms and sidelights for scale and as historic references
- Roll up doors and sliding glass wall panels can be used to increase movement between interior and exterior

CANOPIES & AWNINGS

- Entrances may be recessed or may be covered by awnings or canopies
- Canopies should be shallow at retail storefronts
- Hard and soft awnings should be encouraged to provide shade, scale and color, but should be simple fabric and in scale with each facade

101-119 WEST AVENUE

XX



1940's



1970's



2016

KANNAPOLIS, NORTH CAROLINA



DESCRIPTION

The 101 block of West Avenue has one of the oldest buildings on the street (the 2 story painted brick "Laundry" building in the 1940's photo above) and some construction from the 1980's. The Gem Theater and Restaurant 46 are on the block.

The block will benefit from painting some, but not all brick, painting trim for individual buildings in different colors, adding a variety of canopies, some hard, and some canvas. Signage can add variety. Significant historic details can be restored, like the distinctive facade above.

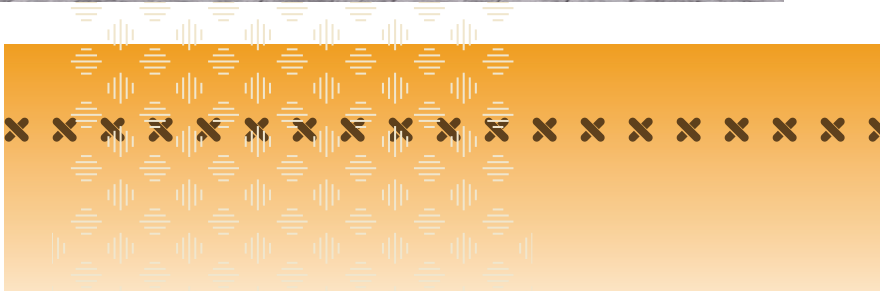
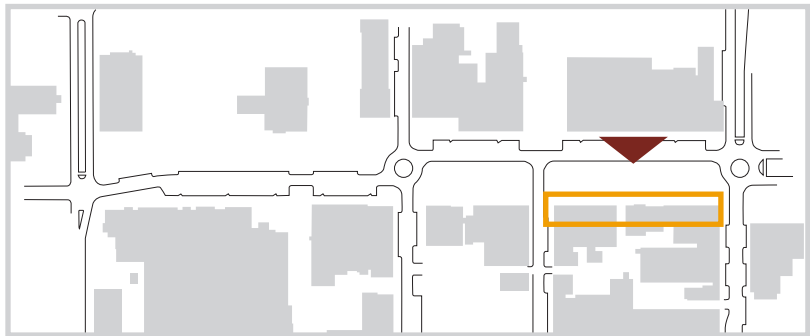


Proposed



Details

1. Existing tile coping; paint existing brick
2. Corrugated metal siding with curved corner
3. Curved storefront glass at corner
4. Colorful awnings with applied signage
5. Painted mural - historic Cannon Mills pattern
6. Wood-toned entry element, building mounted signage, storefront transoms



WEST A STREET BALL FIELD PLAZA

XX



1940's



1980's



1950's



2016

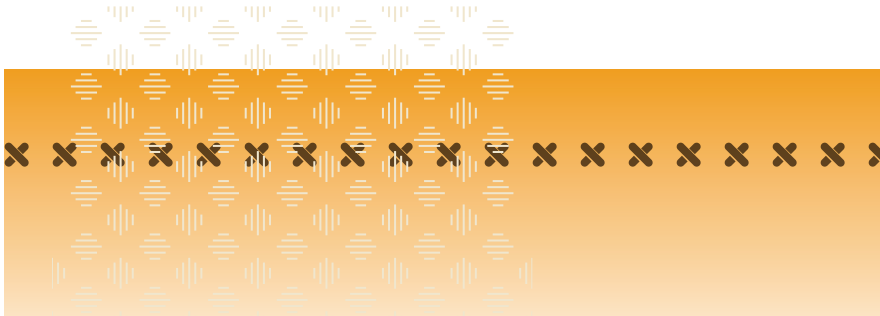
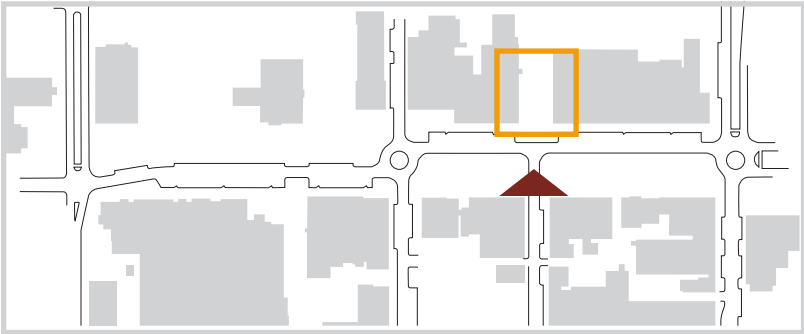
KANNAPOLIS, NORTH CAROLINA



Details

1. Decorative screens with textile inspired pattern at parapet openings
2. Enlarged window openings strengthen inside & outside connection
3. Rooftop dining deck overlooking ball field
4. Rollup glass and metal garage doors at key locations to strengthen movement between inside and outside

- Shortened existing A&P building
- Elevated, covered outdoor dining
- Decorative plaza paving and amenities
- Room-defining outdoor light chandeliers
- Primary entrance to ball field beyond
- Existing brick and stone coping
- Column supported flat canopy at outdoor dining
- Existing transom lights over new large storefront



132-146 WEST AVENUE

XX



1970's



2016



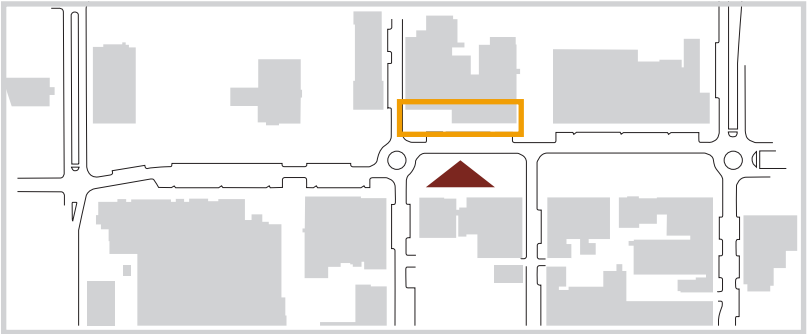
Proposed



Details

1. Maintain and preserve existing brick
2. Community space and retail entrances
3. Wood frame at new large opening
4. Roll up half door at bar seating
5. New storefront and awning

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- 146 134 132



Street Seating

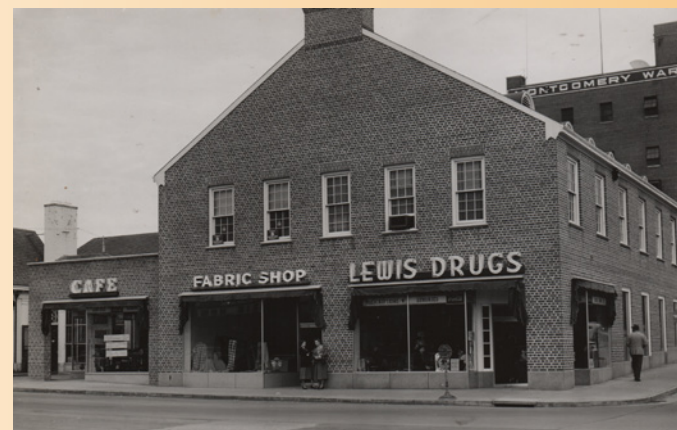


131-147 WEST AVENUE

XX



1940's



DESCRIPTION

The small alcove courtyard and historic Economy Auto Store building provides a focus and unique opportunity. Returning it to its original form would add authenticity and detail to the pedestrian experience of this block.



1950's



2016



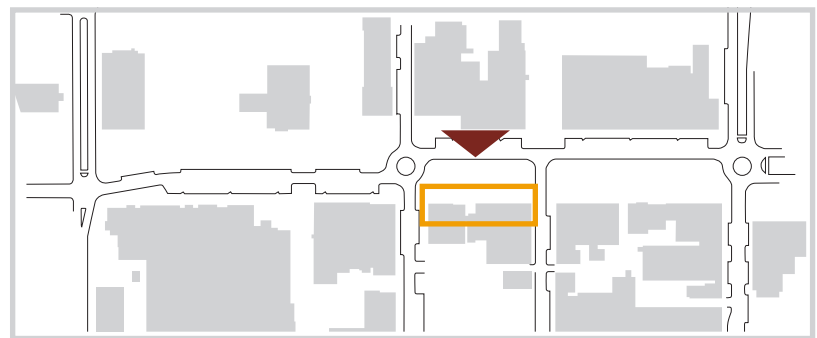
KANNAPOLIS, NORTH CAROLINA



Details

1. Flat Metal canopy
2. Enlarged storefront and entrance wrapping corner
3. Open corner to small courtyard
4. Painted signage on glass
5. Large scale painted graphic
6. Painted steel truss supported canopy
7. Roll up doors at key locations

- Wood facing at new signage
- Paint existing brick
- Wood canopy
- Open corner to courtyard
- Restore storefront, transoms and entry
- Restore gable at former auto store
- Paint building white
- Existing 2nd story windows. New railings
- New fabric canopies on steel truss structure
- Replace small punched openings with large storefront and roll up garage doors
- New storefront and entrances



200 WEST AVENUE



1940's



2016

DESCRIPTION

The Swannee Theater building with its large auditorium could be transformed into a casual entertainment venue that would be a great partner to the proposed Performing Arts Center that might one day share its block. With a few changes, its architecture can be updated and made more successful as a 21st century retail and entertainment center.



Details

- 1. Active West Ave. plaza with light and greenery columns
- 2. Corner Retail use
- 3. Paint existing brick at first floor lobby and retail
- 4. Courtyard between lobby and proposed Performing Arts Center

First Presbyterian Church beyond _____

Performing Arts Center beyond

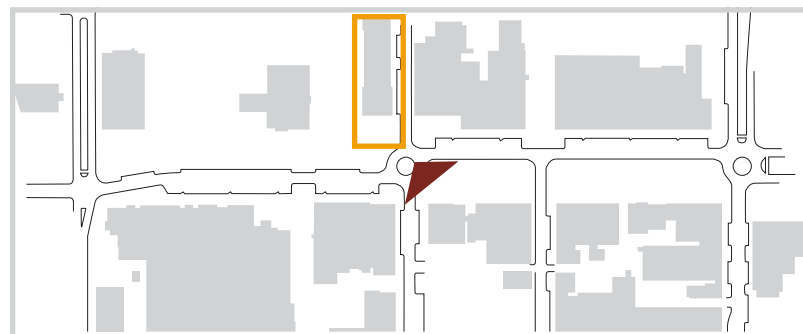
Steel lintels at new overhead door openings

Overhead doors in selected functional locations

Flat canopy at doors

Replace small-paned windows with large glass storefronts and small divided light transoms

West B Street



200



201 - 211 WEST AVENUE

XX



1980's



2016

KANNAPOLIS, NORTH CAROLINA

DESCRIPTION

The former bank building on the corner with its arched windows and stone details is worthy of preservation. Relatively minor changes to add variety and more open storefronts will reinvigorate the block.

The scale transition from a small one story building to the 4 story multi-family and retail project further down the block will be a significant challenge. Careful massing and architectural details can make this a comfortable pedestrian experience and successful retail venue.



Corner of West Ave. & West B Ave.



Pedestrian View on West Ave.

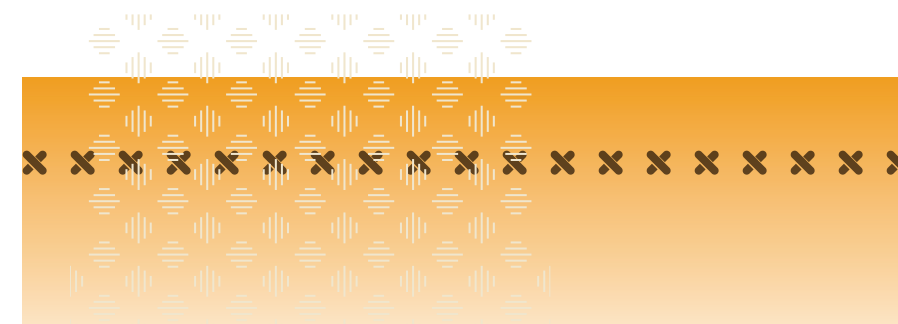
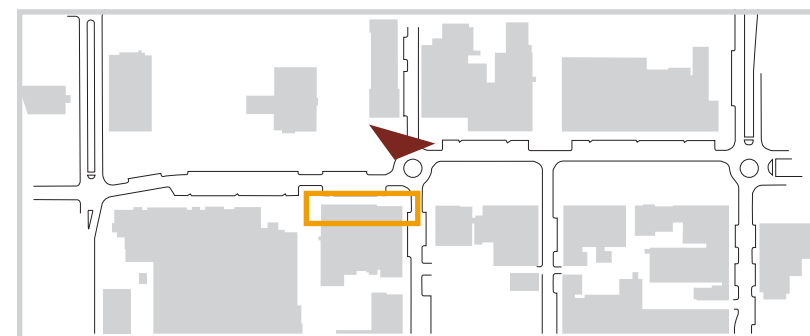


Plaza View with demonstration project behind

- New bay and openings to plaza
- Existing storefront with new awnings
- 2nd floor entrance
- Flat metal canopy & edge mounted signage
- Painted Brick and accent color trim
- 2nd floor entrance
- Painted brick at ground floor
- Blade signs
- Simple painted wood and trim columns with painted metal railing at second floor balcony
- Wood slat shutters at back of second floor balcony
- Restore bank building



Proposed West Avenue



120 WEST AVENUE

XX



West Avenue - 1940's



West A Street - 1940's



2016

DESCRIPTION

120 West Avenue was home to the A & P grocery store and later Belk department store.

The building was a handsome addition to downtown Kannapolis, well-proportioned, with character and an attractive order. The painted brick allows pedestrians to see light and shadow play in the brick recesses around the windows and the retail facade gives a tenant ample display space and an area for signage and branding.

ATTRIBUTES

- Graceful vertical proportions
- Recesses at second story windows
- Shadow play on painted white brick
- Large storefronts connect interior and exterior
- Narrow window muntins
- Open welcoming entrance
- Signage enhances activity at street level
- Balconettes are a distinctive characteristic of Kannapolis

LATER RENOVATIONS

Removing the paint hides the details in the brick. New, smaller street level windows don't harmonize with original proportions. Metal eyebrow divides while additional mullions and small arches at entry limit visual interaction and retail visibility to the passing pedestrian. Small arches at entry.



CONCEPT

- Return West Ave. facade to historic condition
- Adapt the building to the ball park by adding distinct architectural elements
- Open up facades on side and back

STOREFRONT GUIDELINES

- Large open panes at eye level connect interior and exterior and are preferred by retailers
- Smaller panes may be used at transoms and sidelights for scale and as historic references
- Roll up doors and sliding glass panels can be used to increase movement between interior and exterior

CANOPIES & AWNINGS

- Entrances may be recessed or may be covered by awnings or canopies
- Canopies should be shallow at retail storefronts
- Awnings should be encouraged to provide shade, scale and color, but should be simple fabric and in scale with each facade

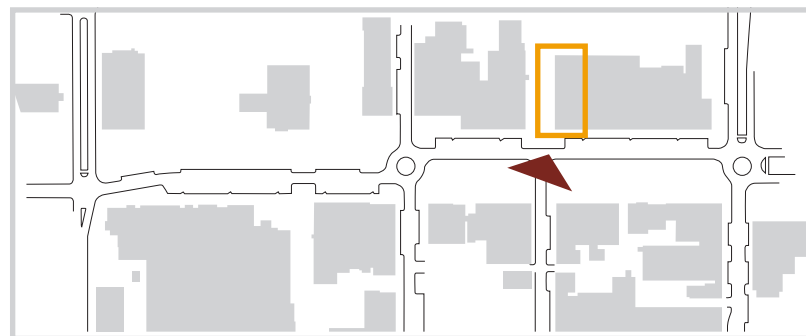
ROOFTOP USES

- In most locations, activity should happen at street level
- Rooftop uses are encouraged overlooking ball field
- Provide shade without blocking view

- Rooftop bar service, restrooms & Egress.
Fresh exterior form and materials should contrast original architecture
- Flat shade canopy with ceiling fans for summertime baseball fans
- Hipped roof corner
- Visual interest at 2nd story by lighting, balconettes, painted brick. Activate interior space whenever possible
- Street level outdoor eating activates pedestrian experience with shade, plantings, ceiling fans, and lighting
- Use lighting to add energy to the building in the evenings and define outdoor spaces
- A variety of signage types should be allowed and controlled by guidelines:
 - Building mounted
 - Canopy mounted
 - Blade signs
 - Painted
- Restore ground level storefront to historic size and proportions



Proposed Changes



100 WEST AVENUE

XX



1980's



1st Street 2016



Oak Street 2016



2016

DESCRIPTION

The Good Year Auto Service Center occupied this site for years. The large storefront on the corner of the building made good retail space, but the false mansard roof and gabled residential dormers feel outdated and out of place.

The prominent corner on this property should be addressed in any changes that are made to the building. Both West Avenue and 1st Street provide prominent views of the building and graphics and signage should be used to enhance the architecture from both directions.

The structural framing for the auto service garage doors offers a great opportunity to open the back of the building for a gathering space on a prominent site between downtown and the new ball field and the Research Campus.



Proposed West Street



Details

1. 1st Street and West Ave corner - New entry should address both streets
2. Bahama shades at second floor windows
3. Corrugated metal siding
4. Keep existing brick. Cut in new storefront windows
5. Corner wrap flat canopy with rod supports & wood soffit
6. Outdoor seating at grade and on roof overlooking ball field
7. Roll up door / bar seating



KANNAPOLIS, NORTH CAROLINA



APPENDIX

ARCHITECTURAL INVENTORY

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The visual architectural appendix documents strategies for refreshing the architecture along West Avenue. We want to capture the best elements of historical character and authentic details while adding variety to the overall streetscape. The intent is to highlight character of each building while differentiating each one by strategically adding contemporary architectural elements and materials.










DOCUMENT ARCHITECTURAL ORIGINS

RECORD CURRENT CONDITIONS

PROPOSE FRESH CONTEMPORARY MODIFICATIONS

NOTE IMPORTANT CHANGES AND PROPOSALS



ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none">Remove mansard roof (outdated)<ul style="list-style-type: none">Replace with special finish material (metal shown)Address corner<ul style="list-style-type: none">Special material at corner (metal siding shown)Move entrance to cornerAdd flat canopy at cornerEnlarge ground floor glass without completely removing brickLarge Corner-mounted blade signOpen former garage door openingsAdd screen wall along West 1st StreetRoof top Bar structure with seating overlooking stadium
			<ul style="list-style-type: none">Enlarge and simplify street level storefrontSingle pair of doors and sliding barn doors at entranceWiden dormers to improve proportions and change to shed roofBright accent color at window muntinsPaint existing brick
			<ul style="list-style-type: none">Install larger storefront and entranceSimplify remaining panellingFlat canopy at storefront with edge mounted signage letteringPainted pattern or screen at panel adjacent to gambrel building

100 WEST AVENUE

104 WEST AVENUE

106 WEST AVENUE

ORIGINAL

CURRENT

PROPOSED

NOTES



112 WEST AVENUE



- Simplify gable overhangs / soffit detail
- Use gable as graphics / signage opportunity
- Simplify entrance and storefront - eliminate muntins
- Bright accent color typical at trim
- Enlarge storefront openings to each side of gable and provide awnings or flat canopies



116 WEST AVENUE



- Remove paneling and arches from ground floor
- Enlarge ground floor storefront
 - Fewer mullions for more visibility
 - Add high quality fabric awnings
- Restore windows in center of 2nd story
- Remove shutters or replace with functional shutters
- Keep red brick
- Add decorative building mounted lighting



120 WEST AVENUE



- Paint Brick
- Restore ground floor storefront
 - Larger storefront
 - Fewer mullions for more visibility
 - Replace historic transoms
- Add flat canopies for sun control
- Edge-mounted internally lit signage
- Restore Center windows at 2nd story
- Roof top Bar structure with seating overlooking stadium

ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none">Remove "sheild" panels at entryReplace with contemporary entry portal - warm wood on interior surfaces, dark contrasting color on exteriorSubtle accent color on existing storefront trimEliminate muntins in lower areas of storefront, but keep muntins in transomsSteel column supported flat canopy at outdoor seating with wood ceiling treatment
			<ul style="list-style-type: none">Simplify muntin pattern in storefrontReplace entry door with storefront doorAdd signage panel above existing trim detailsAdd decorative screen panel at opening in parapet
			<ul style="list-style-type: none">Remove "sheild" trim and panel in gableEnlarge and combine openings for bar-style seating and roll-up door opening with wood portal treatment.Paint existing brickSimilar opening on side for take-out serviceResolve gable roof intersection (visible from side view)Use colorful accent for signage, seating, awnings

ORIGINAL

CURRENT

PROPOSED

NOTES

140, 142 & 146 WEST AVENUE



- Simplify and maximize storefront openings. Number and arrangement will depend on leasing and tenant needs.
- Minimize muntins at street level
- Provide opportunities for branded retail signage
- Shared column-supported canopy with slatted wood roof treatment



200 WEST AVENUE



- Simplify storefront with divided lite transom panels
- Explore ideas for signage that is inspired by historic movie marquee
- Paint brick at center bay and at first floor storefront lobby and retail entrances
- Provide for 2 retail tenants on corners of building
- Install glass and steel overhead doors on street side where appropriate

NOTES



101 & 103 WEST AVENUE



105 WEST AVENUE



109 WEST AVENUE

101 WEST AVENUE

- Explore opportunities for more prominent branding and signage opportunities
- Explore colorful awnings at existing street level windows
- Explore opportunities for outdoor dining under canopies or in areas defined by planters and / or lighting
- Add corner canopy

103 WEST AVENUE

- Explore opportunities for more prominent branding and signage opportunities
- Eliminate muntins at storefront
- Add canopy or awnings to increase identity

- Replace bay windows with more simple sliding glass wall panels
- Add outdoor seating defined by planters and lighting
- Simplify and brighten entry. Add signage and bring door to exterior face of wall.
- Add building mounted signage
- Add decorative screens or infill at breaks in parapet
- Paint existing brick



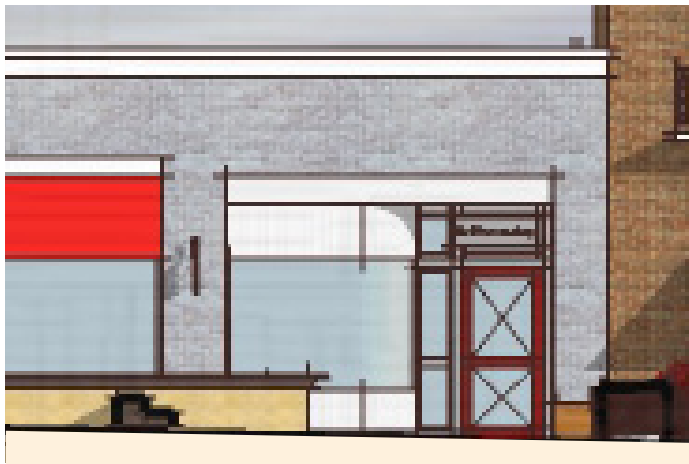



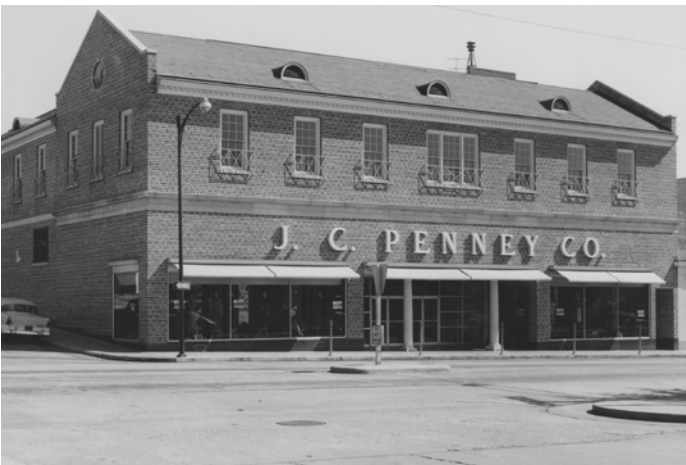


- Simplify existing storefront and entrance
- Use dark accent color or wood on entrance door(s)
- Add steel and wood canopy over storefront and entrance
- Paint existing brick on 3 sides in subtle two-color scheme
- Explore opportunities for painted brick graphics as signage and branding opportunities, on front and sides of building







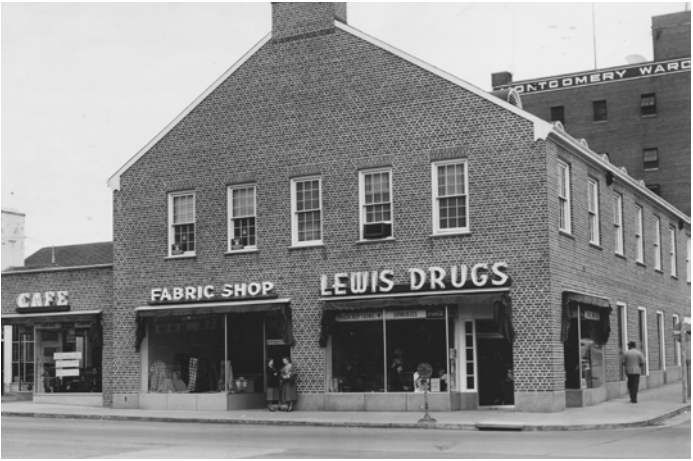


ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none"> ▪ Enlarge and simplify storefront and entrance ▪ Add building mounted canopies on front entrance and side storefront ▪ Add edge mounted signage at front canopy ▪ Add planter at front of building ▪ Paint brick detail and clean coping
			<ul style="list-style-type: none"> ▪ Enlarge storefront, add transoms and lower sills ▪ Replace trim at entrance with updated portal feature made of wood with colorful awning detail. ▪ Paint existing bricks ▪ Add Cannon Mills textile-inspired mural on side of building
			<ul style="list-style-type: none"> ▪ Simplify storefront and move entrance to original position ▪ Add color awning with applied graphics / signage ▪ Paint brick at body of building ▪ Preserve and maintain distinctive dark brick at upper edge of building

111 WEST AVENUE

113 WEST AVENUE

115 WEST AVENUE, SUITE A

ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none">Proposed new suite based on historic evidenceRemove existing windows, trim, and brickRestore distinctive mid-century shop front, including curved corrugated metal siding, curved shop glass and 'x' patterned entry doorAdd building-mounted signage and lighting
115 WEST AVENUE, SUITE B			
			
119 WEST AVENUE			
			<ul style="list-style-type: none">Use large glass and steel overhead doors at corner on West Ave.Simplify and unify street level storefront and entrancesAdd metal canopies supported by steel truss structure in brick accent colorUpdate second floor balconette railings with screen panels or metalworkExplore opportunities for large scale painted graphics on building on West Ave or Avenue B facades
131, 133 & 135 WEST AVENUE			

ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none"> ▪ Restore original gable to front of building and use cross-gable to manage water flow ▪ Replace front storefront and entrance with large glass panes and 'x' pattern transoms ▪ Consider flat canopy at curved / faceted facade instead of sloped canopy that obscures the architecture ▪ Paint entire building white above existing base
			<ul style="list-style-type: none"> ▪ Open corner to dining courtyard adjacent to 139 West Ave. ▪ Move entrance to corner ▪ Paint existing brick warm grey ▪ Enlarge storefront and simplify transoms ▪ Add wood faced canopy ▪ Add large signage panel and/or glass painted signage on storefront
			<ul style="list-style-type: none"> ▪ Open storefront across West Ave and minimize mullions ▪ Add wood slat panelse at signage above entrance and storefront ▪ Add flat canopy continuous above storefront on West Ave.

ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none">Maintain, clean and preserve building exteriorReplace entrance with lighter mullions and door painted in bright accent colorClean cast stone trim and update paint color scheme. Consider using a dark color on window muntins and more neutral color on window frames and trimConsider blade signs to identify tenants at front and side (mezzanine tenant)
			<ul style="list-style-type: none">Paint brick at street level below pre-cast copingUncover brick behind paneling at street levelReplace double door entry with single door and install in line with storefront (don't recess)Use small panes of glass in transoms onlyReplace wrought iron at 2nd floor with properly proportioned columns.Install simplified black metal railings between columnsInstall wood slat shutter panels at back of roof 'bridge'
			<ul style="list-style-type: none">Paint brick at street level below pre-cast coping.Simplify trim and transom at entrance. Bring entrance out to face of building, in line with storefront.Replace retail storefront with a door and storefront similar to storefront in 203ASimplify trim at entrance to 205 (2nd story) and use blade sign to identify that entranceRemove false wrought iron railings at 2nd floor windowsMaintain and restore second floor brick and exterior detail

ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none"> ▪ Paint all existing brick ▪ Separate 2nd floor entrance from first floor retail storefront / entrance ▪ Center single retail entrance door in storefront. ▪ Provide flat canopy with edge mounted sign letters ▪ Use accent paint color on window and storefront trim
			<ul style="list-style-type: none"> ▪ Clean and maintain existing brick ▪ Paint existing trim with accent color ▪ Paint window muntins dark accent color ▪ Continue brick on side of building where 213 West Avenue is demolished ▪ Add protruding bay with metal roof, centered on existing gable on side of building ▪ Add additional overhead door openings in side of building and / or bar style seating at openings. (see page 25 for illustration)



ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none">▪ Enlarge glass area of storefront on front and side of building▪ Add painted graphic to side of building▪ Explore soffit hung lighting from corner soffit▪ Dark muntins at storefront for contrast
			<ul style="list-style-type: none">▪ Open up facade to original (or similar) storefront▪ Explore painting brick▪ Use colorful graphics and shade canopies
			<ul style="list-style-type: none">▪ Keep existing brick frame and arches▪ Infill recesses with wood finish material and storefront▪ Add steel and fabric canopy for shade and to update facade▪ Add retail and office entrances in bays per tenant leasing

200 OAK AVENUE

206 OAK AVENUE

222 OAK AVENUE

ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none"> Update storefront with larger panes and transoms Use wood toned base and canopy Paint existing brick on all sides Similar updates on side elevation <ul style="list-style-type: none"> Replace with special finish material (metal shown)
<p>218 OAK AVENUE</p> 			<ul style="list-style-type: none"> Remove shallow gabled trim canopy Add steel and wood flat canopy supported by clevis and rod supports Enlarge storefront and entry Painted signage on brick may work well on this building
<p>226 OAK AVENUE</p> 			<ul style="list-style-type: none"> Enlarge and simplify storefront Add bright accent canopies and signage and lighting
<p>230 & 234 OAK AVENUE</p>			

ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none">▪ Paint existing brick▪ Add flat canopy across front of building▪ Large scale signage and branding graphics▪ Industrial inspired aesthetic
			<ul style="list-style-type: none">▪ Paint existing brick to contrast adjacent building▪ Add metal and glass canopy▪ Large-paned glass storefront▪ Blade signs▪ Updated portal element at entrance
			<ul style="list-style-type: none">▪ Simplify portal at entrance and highlight entry with accent color▪ Update window vocabulary with simplified muntins and trim▪ Define outdoor eating area using planters and / or canopies

242 OAK AVENUE

246 OAK AVENUE

250 OAK AVENUE

ORIGINAL	CURRENT	PROPOSED	NOTES
			<ul style="list-style-type: none">Remove mansard roof element and raise parapetAdd storefront, using fewer muntins and dark accent colorAdd pipe-column supported canopy with wood-toned soffitCanopy edge mounted signageSimilar treatment on both street facades
201 OAK AVENUE			

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Sports and Entertainment Venue Team

Populous
Creech & Associates

Demonstration Project Team

LMG
Built Form
Stewart Inc

Architectural Vision and Design

505 Design

Lighting Design

Hartranft Lighting Design