

GRANITE QUARRY COMMUNITY PLAN

Downtown Charrette

October 22, 2015

Granite Quarry Community Plan Charrette



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GRANITE QUARRY COMMUNITY PLAN
Design Team

Granite Quarry Community Plan Charrette



VISION & GOALS

COMMUNITY VISION

Granite Quarry is a quiet, small Carolina town with a safe, family-friendly atmosphere. It is a place where residents enjoy a high quality of life with nice parks, good schools, and a convenient location with access to larger markets.

Granite Quarry is a community that is enthusiastic about its future. It is a place with successful local businesses and bustling activity. It is a place where community partners are coming together to create a focused strategy to develop a downtown environment for residents and visitors to enjoy.

Granite Quarry is committed to a shared vision for its future and is prepared to work diligently to reach its vision and to foster community pride, economic development, and quality of life over the coming years.

PROJECT GOALS

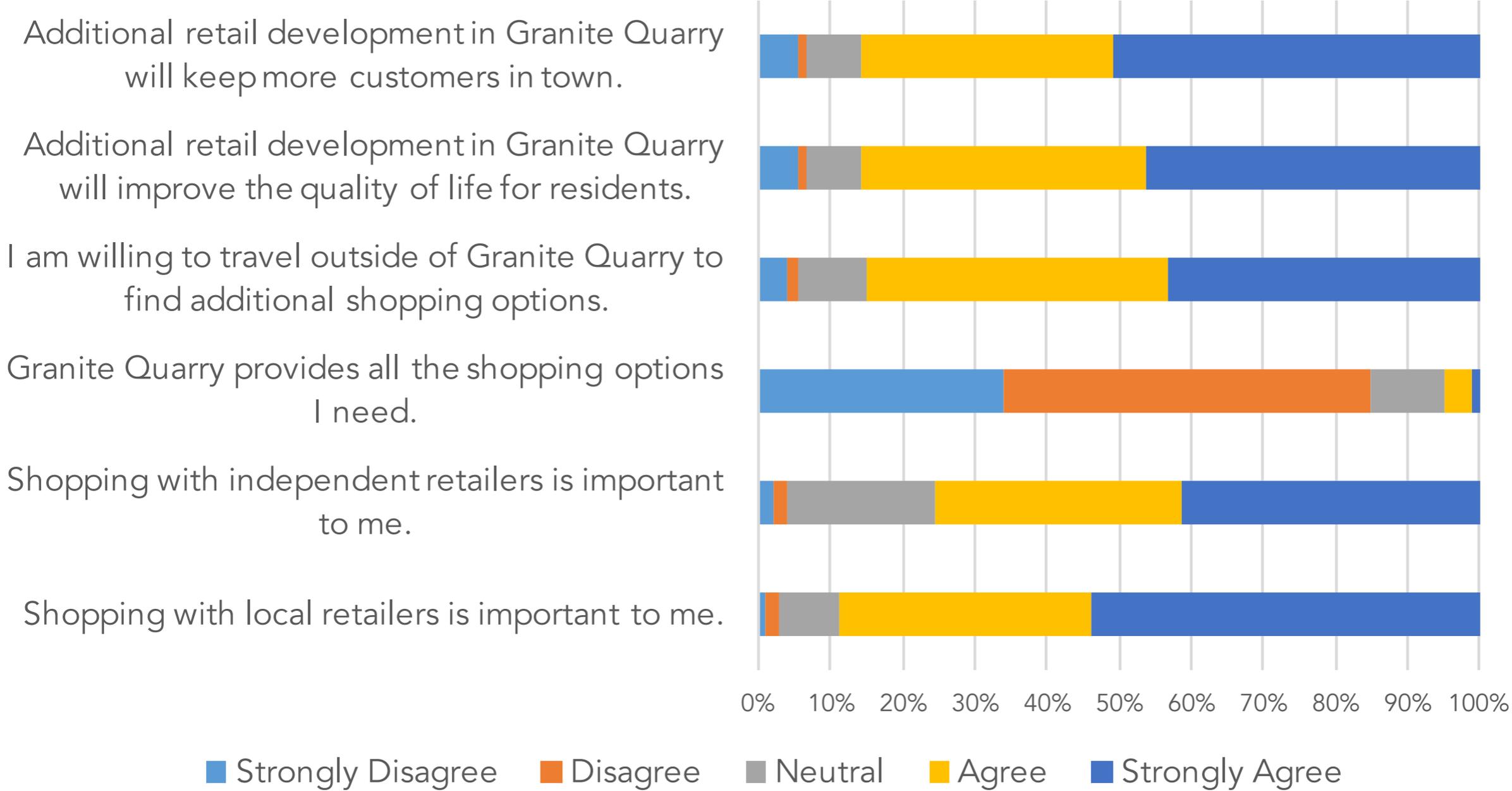
Tonight, we are going to talk about ways to help Granite Quarry...

- Understand the market to create opportunities and investment;
- Build a unique character and strong sense of place;
- Improve the physical environment of the town's core;
- Focus on improvements to specific properties and buildings;
- Create a connected community by growing the existing pedestrian and trail amenities in town; and
- Develop strategic partnerships with outside resources for economic development and marketing initiatives.

COMMUNITY SURVEY

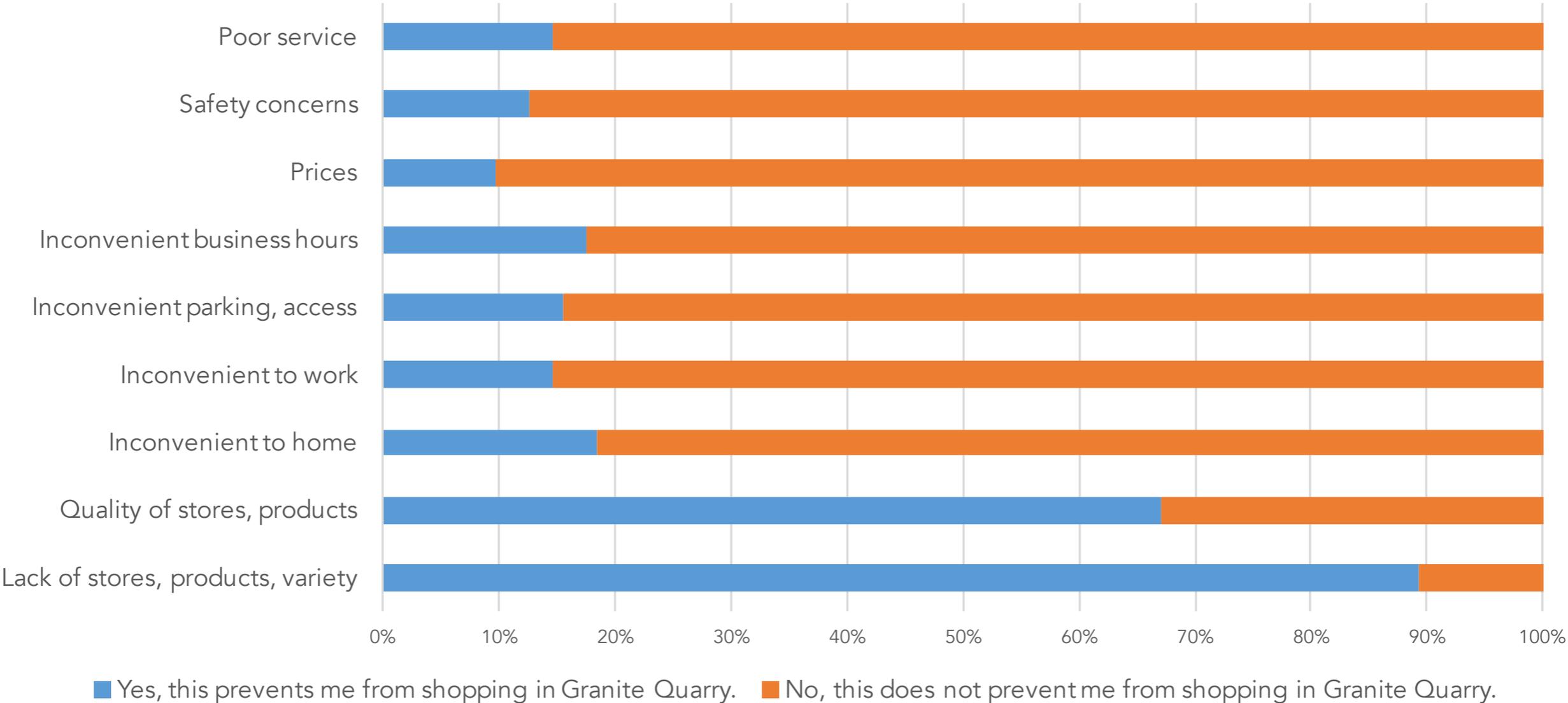
COMMUNITY SURVEY

Please indicate whether you agree or disagree with the following statements.



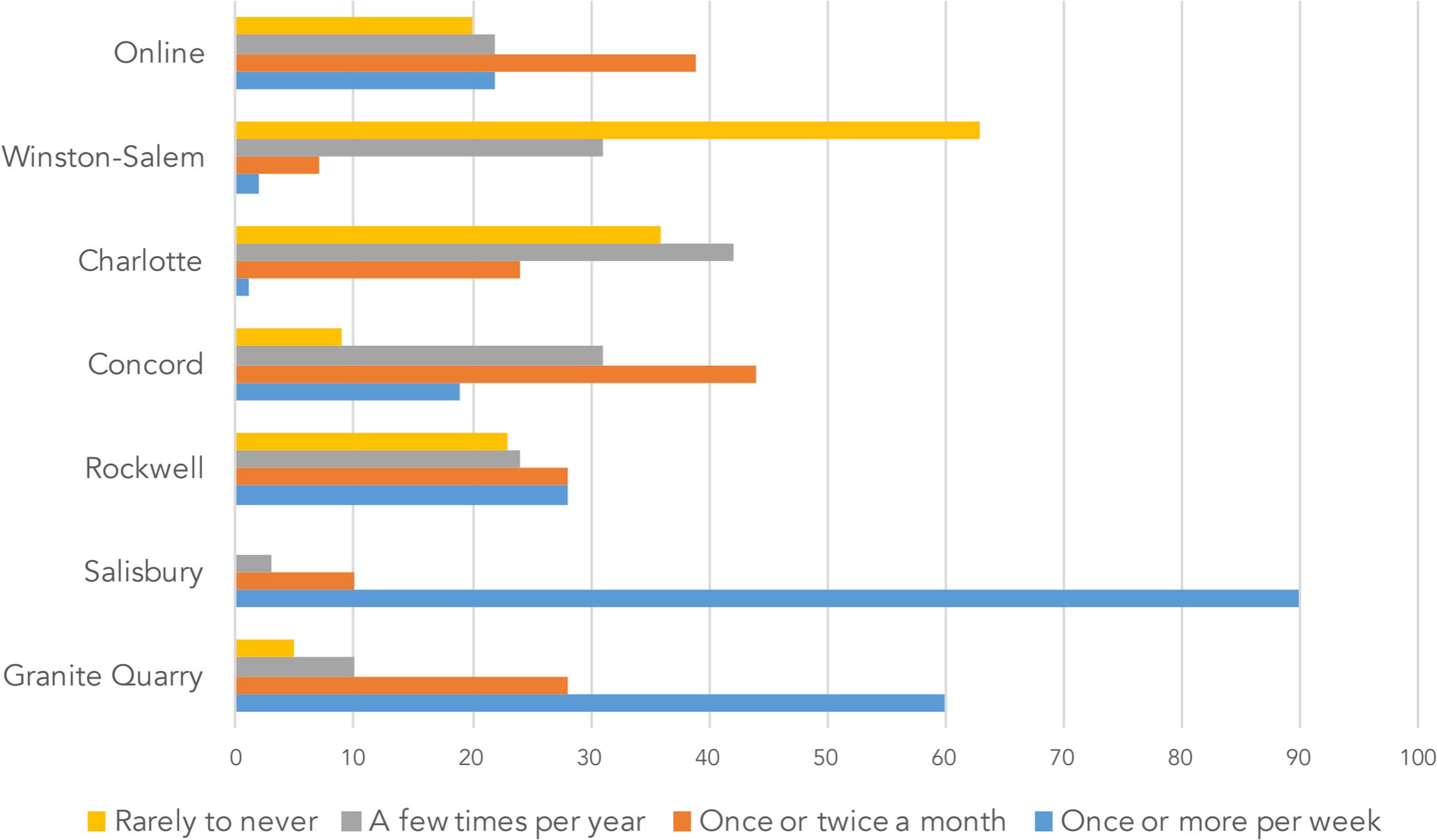
COMMUNITY SURVEY

Please indicate which of the following prevent you from shopping more often in Granite Quarry.



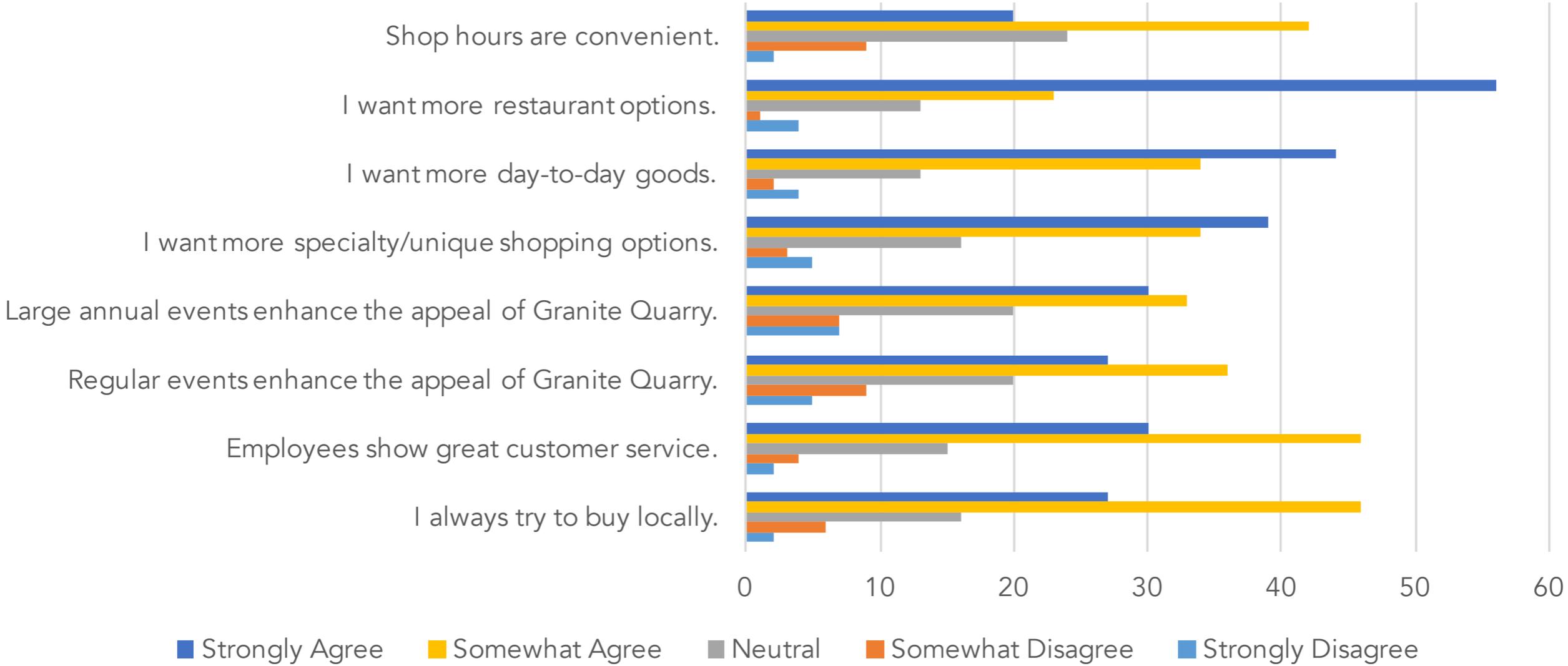
COMMUNITY SURVEY

Please check the statement that best describes how frequently you shop in the following locations.



COMMUNITY SURVEY

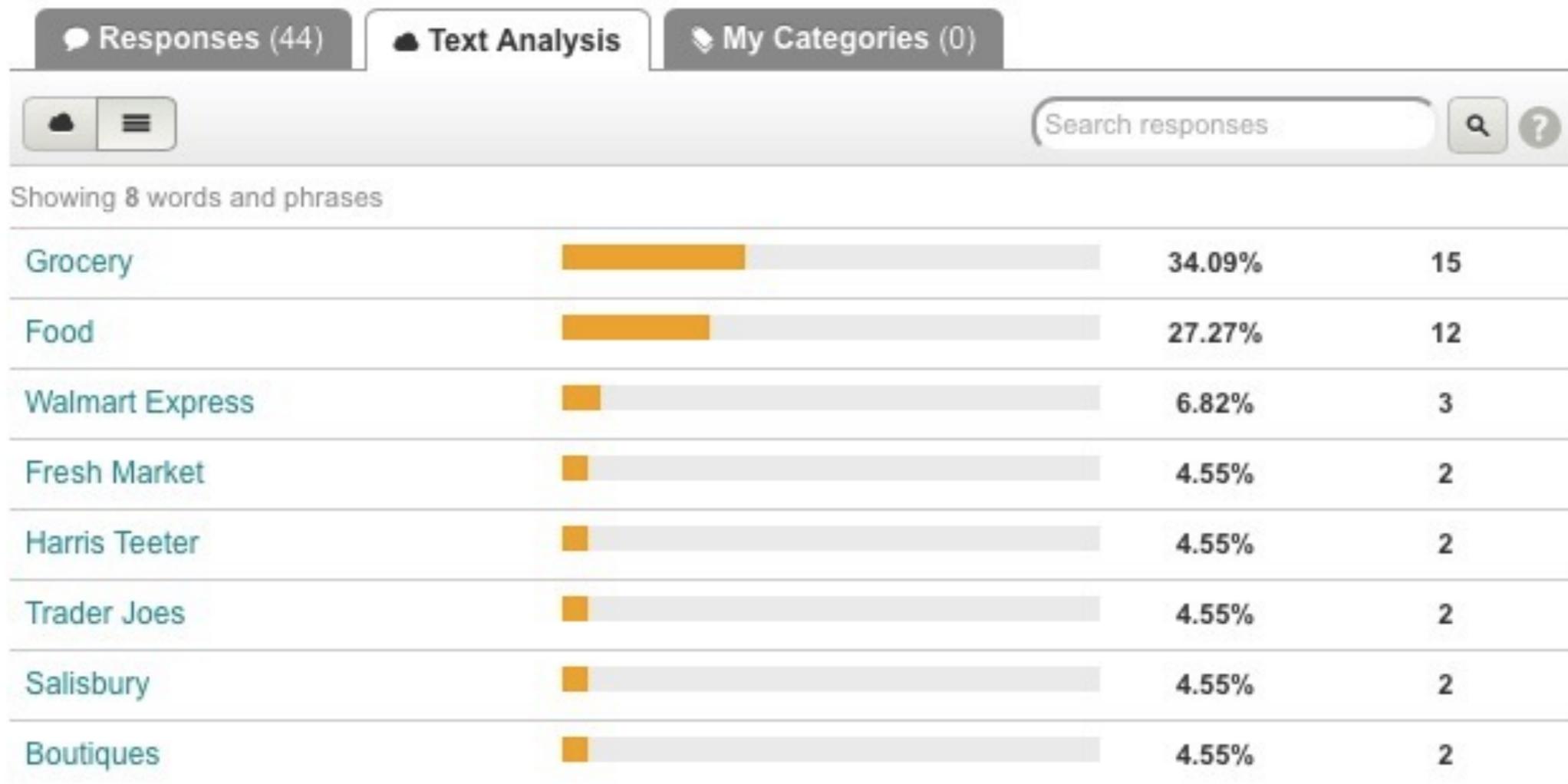
How strongly do you agree or disagree with the following statements about Granite Quarry?



COMMUNITY SURVEY

What specific stores would you like to see in Granite Quarry? (optional)

Answered: 44 Skipped: 62



MARKET ANALYSIS

Market Analysis: Zip Code Survey

ZIP Code Survey of Customers – Granite Quarry, NC

Business Name: _____ Dates: _____

Instructions

1. Simply ask customers, "We are conducting research for the Town—can I have your ZIP Code?"
2. For the **Granite Quarry 28146** ZIP Code, ask if they live **inside or outside** of the Granite Quarry town limits.
3. At the end of the week, please write the total number of tallies in the total box to the right.
4. If you need additional sheets, please make copies.



For more information, contact Tee Coker at tee@arnetmuldrow.com

28146 Granite Quarry/Salisbury

Sample -

Inside Town Limits										Total
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Outside Town Limits										Total
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

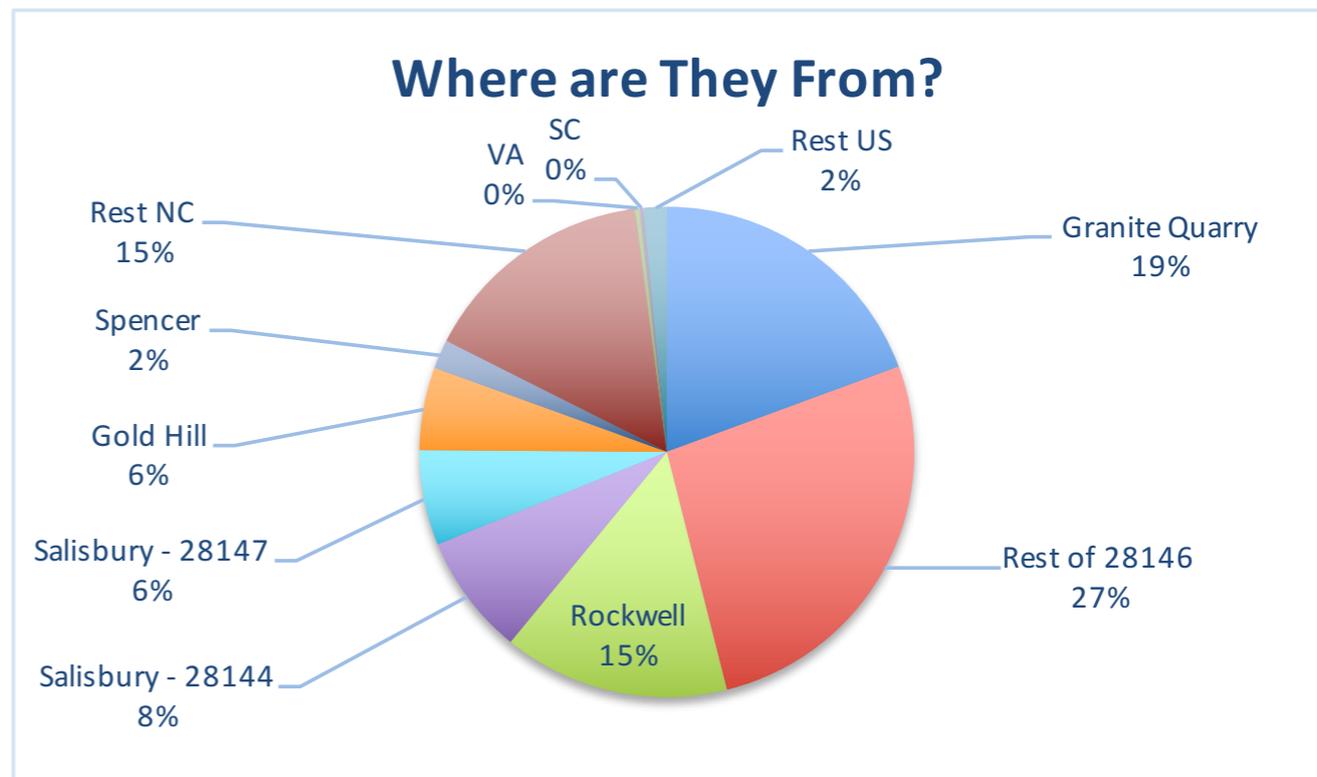
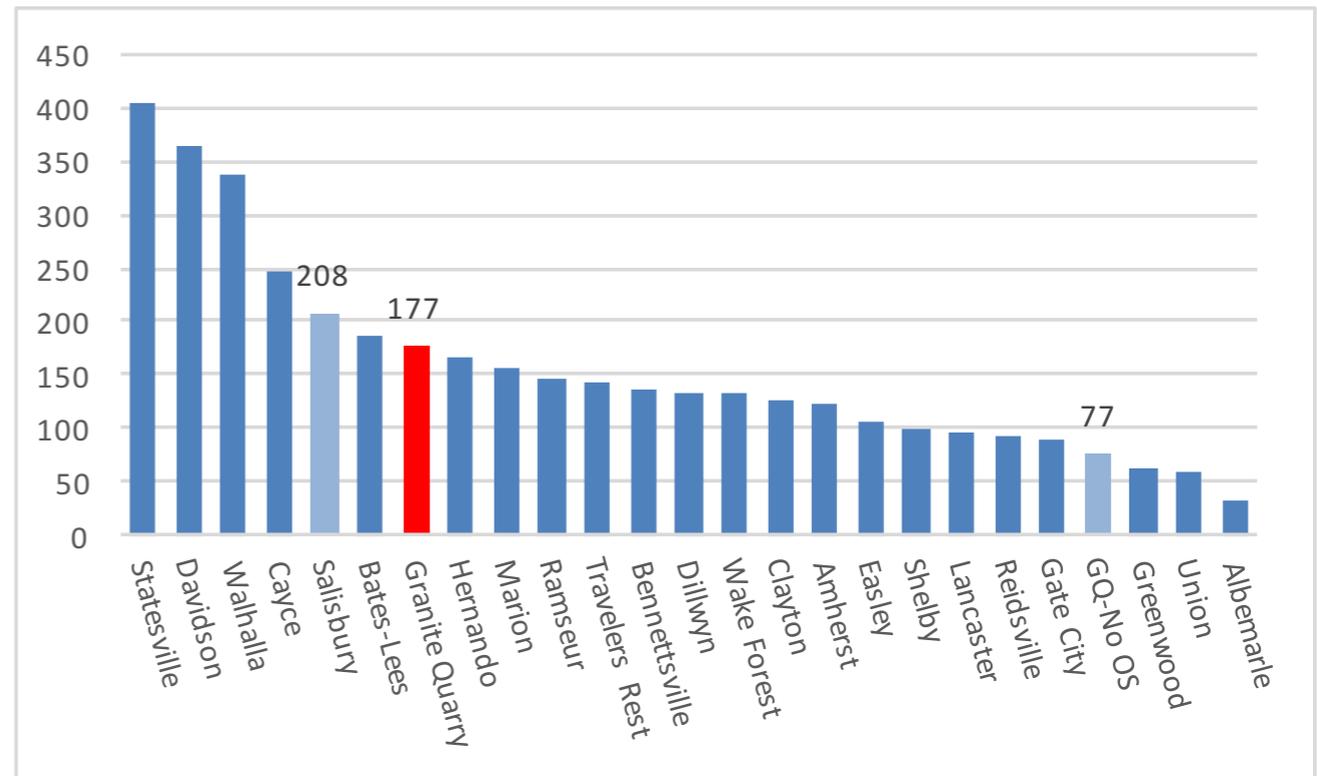
Nearby ZIP Codes

28144 Salisbury										Total
<input type="checkbox"/>										
28147 Salisbury										Total
<input type="checkbox"/>										
28138 Rockwell										Total
<input type="checkbox"/>										
28071 Gold Hill										Total
<input type="checkbox"/>										
28159 Spencer										Total
<input type="checkbox"/>										

Other ZIP Codes (please write in)

Sample -

<input type="text"/>									
<input type="text"/>									
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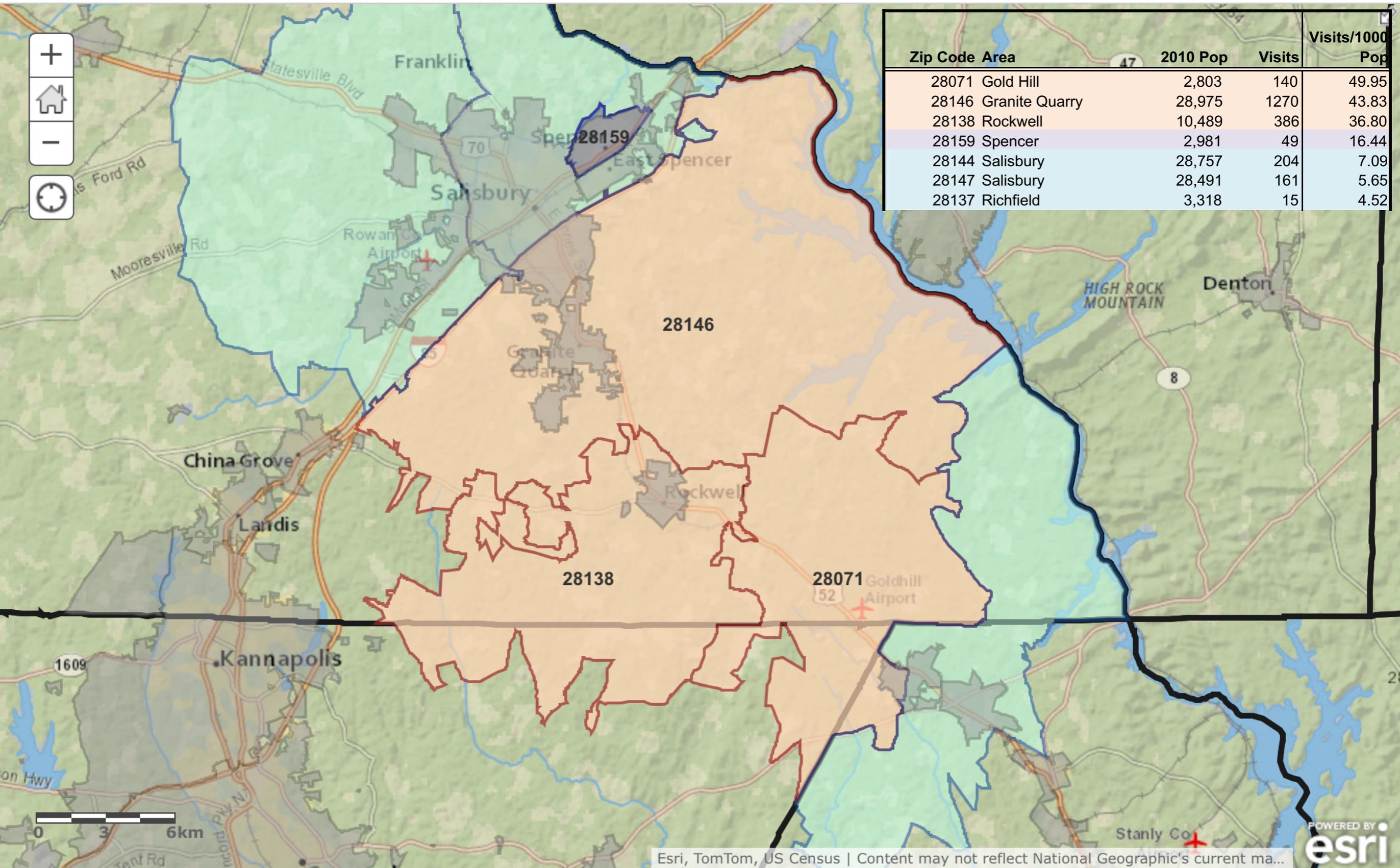


Market Analysis: Trade Area Definition

Zip Code Area	2010 Pop	Visits	Visits/1000 Pop
28071 Gold Hill	2,803	140	49.95
28146 Granite Quarry	28,975	1270	43.83
28138 Rockwell	10,489	386	36.80
28159 Spencer	2,981	49	16.44
28144 Salisbury	28,757	204	7.09
28147 Salisbury	28,491	161	5.65
28137 Richfield	3,318	15	4.52
28023 China Grove	14,284	29	2.03
28125 Mount Ulla	2,728	4	1.47
27054 Woodleaf	2,487	3	1.21
28071 Gold Hill	2,803	3	1.07
28124 Mount Pleasant	6,934	5	0.72
27013 Cleveland	6,141	4	0.65
27299 Linwood	4,939	3	0.61
28127 New London	7,920	4	0.51
28083 Kannapolis	21,748	9	0.41
28001 Albemarle	27,188	11	0.40
28128 Norwood	7,484	3	0.40
28027 Concord	55,500	13	0.23
28146 GQ - IN	2,930	496	169.28
28146 GQ - OUT	26,045	686	26.34



Market Analysis: Local Trade Areas



Market Analysis: Trade Area Characteristics

- Primary Trade Area (28146, 28071, 28138)
 - Population: 42,807
 - Annual Spending: \$675 Million
 - Annual Sales: \$210 Million
 - Overall Trend: \$465 Million *Leakage*

- Secondary Trade Area
 - Population: 2,981
 - Annual Spending: \$39 Million
 - Annual Sales: \$89 Million
 - Overall Trend: \$50 Million *Inflow*

- Combined Trade Area
 - \$415 Million *Leakage*



Market Analysis: Trade Area Spending/Sales

Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
Total Retail Sales Incl Eating and Drinking Places	675,586,689	210,473,994	465,112,695	39,084,090	88,854,227	(49,770,137)
Motor Vehicle and Parts Dealers-441	130,482,738	28,423,191	102,059,547	6,849,055	879,726	5,969,329
Automotive Dealers-4411	105,218,386	12,910,540	92,307,846	5,570,674	358,779	5,211,895
Other Motor Vehicle Dealers-4412	15,541,524	9,757,647	5,783,877	762,451	145,583	616,868
Automotive Parts/Accsrs, Tire Stores-4413	9,722,828	5,755,004	3,967,824	515,930	375,364	140,566
Furniture and Home Furnishings Stores-442	11,746,680	3,006,274	8,740,406	678,425	412,754	265,671
Furniture Stores-4421	6,044,184	288,112	5,756,072	352,349	412,754	(60,405)
Home Furnishing Stores-4422	5,702,496	2,718,162	2,984,334	326,076	0	326,076
Electronics and Appliance Stores-443	10,894,338	539,965	10,354,373	646,805	2,208	644,597
Appliances, TVs, Electronics Stores-44311	8,581,762	489,817	8,091,945	510,301	2,208	508,093
Household Appliances Stores-443111	1,585,157	11,047	1,574,110	92,476	2,208	90,268
Radio, Television, Electronics Stores-443112	6,996,605	478,770	6,517,835	417,825	0	417,825
Computer and Software Stores-44312	2,067,242	50,148	2,017,094	121,980	0	121,980
Camera and Photographic Equipment Stores-44313	245,334	0	245,334	14,524	0	14,524
Building Material, Garden Equip Stores -444	68,409,637	34,978,785	33,430,852	3,789,102	0	3,789,102
Building Material and Supply Dealers-4441	57,385,854	17,832,714	39,553,140	3,186,568	0	3,186,568
Home Centers-44411	23,080,865	15,528,328	7,552,537	1,305,335	0	1,305,335
Paint and Wallpaper Stores-44412	946,946	19,344	927,602	51,013	0	51,013
Hardware Stores-44413	5,878,470	451,611	5,426,859	343,114	0	343,114
Other Building Materials Dealers-44419	27,479,573	1,833,431	25,646,142	1,487,106	0	1,487,106
Building Materials, Lumberyards-444191	10,309,625	685,713	9,623,912	543,826	0	543,826
Lawn, Garden Equipment, Supplies Stores-4442	11,023,783	17,146,071	(6,122,288)	602,534	0	602,534
Outdoor Power Equipment Stores-44421	3,946,755	13,795,033	(9,848,278)	194,010	0	194,010
Nursery and Garden Centers-44422	7,077,028	3,351,038	3,725,990	408,524	0	408,524
Food and Beverage Stores-445	89,393,409	25,412,930	63,980,479	5,377,549	6,631,485	(1,253,936)
Grocery Stores-4451	57,985,451	25,317,064	32,668,387	3,520,817	6,568,879	(3,048,062)
Supermarkets, Grocery (Ex Conv) Stores-44511	53,998,962	19,197,488	34,801,474	3,281,065	5,850,764	(2,569,699)
Convenience Stores-44512	3,986,489	6,119,576	(2,133,087)	239,752	718,115	(478,363)
Specialty Food Stores-4452	6,984,846	95,866	6,888,980	425,557	62,606	362,951
Beer, Wine and Liquor Stores-4453	24,423,112	0	24,423,112	1,431,175	0	1,431,175

Market Analysis: Market Demand

Retail Stores	10% of PTA Outflow	5% Of STA Outflow	Potential Capture	Sales per Square Foot	Calculated Capture
Selected Retail Categories Below	22,293,268	(3,254,757)	19,038,511		99,794
Furniture Stores	575,607	(3,020)	572,587	141.84	4,037
Home Furnishing Stores	298,433	16,304	314,737	167.75	1,876
Household Appliances Stores	157,411	4,513	161,924	245.44	660
Radio, Television, Electronics Stores	651,784	20,891	672,675	207.17	3,247
Computer and Software Stores	201,709	6,099	207,808	207.17	1,003
Camera and Photographic Equipment Stores	24,533	726	25,260	542.63	47
Building Material and Supply Dealers	1,390,700	159,328	1,550,028	142.38	10,887
Hardware Stores	542,686	17,156	559,842	121.08	4,624
Grocery Stores	3,266,839	(152,403)	3,114,436	371.79	8,377
Health and Personal Care Stores	2,011,363	(51,902)	1,959,461	247.29	7,924
Clothing and Clothing Accessories Stores	1,107,563	25,595	1,133,157	164.60	6,884
Women's Accessory & Specialty	318,007	10,023	328,030	164.60	1,993
Shoe Stores	229,084	7,681	236,764	158.81	1,491
Jewelry Stores	788,345	11,626	799,971	263.92	3,031
Luggage and Leather Goods Stores	114,157	3,390	117,547	198.82	591
Sporting Goods Stores	439,776	15,769	455,545	153.46	2,968
Hobby, Toys and Games Stores	258,213	84	258,297	146.28	1,766
Sew/Needlework/Piece Goods Stores	90,398	589	90,987	74.91	1,215
Book Stores	79,279	2,479	81,758	161.16	507
General Merchandise Stores	4,561,632	(3,469,641)	1,091,991	133.90	8,155
Florists	53,415	(1,720)	51,695	149.82	345
Gift, Novelty and Souvenir Stores	309,259	(12,732)	296,528	168.55	1,759
Foodservice and Drinking Places	4,546,402	126,395	4,672,797	201.63	23,175
Drinking Places -Alcoholic Beverages	276,674	8,013	284,687	88.07	3,233



Opportunity: Small Format Grocer



Opportunity: Hardware/Building Materials



Opportunity: Dining



DESIGN AND PLANNING

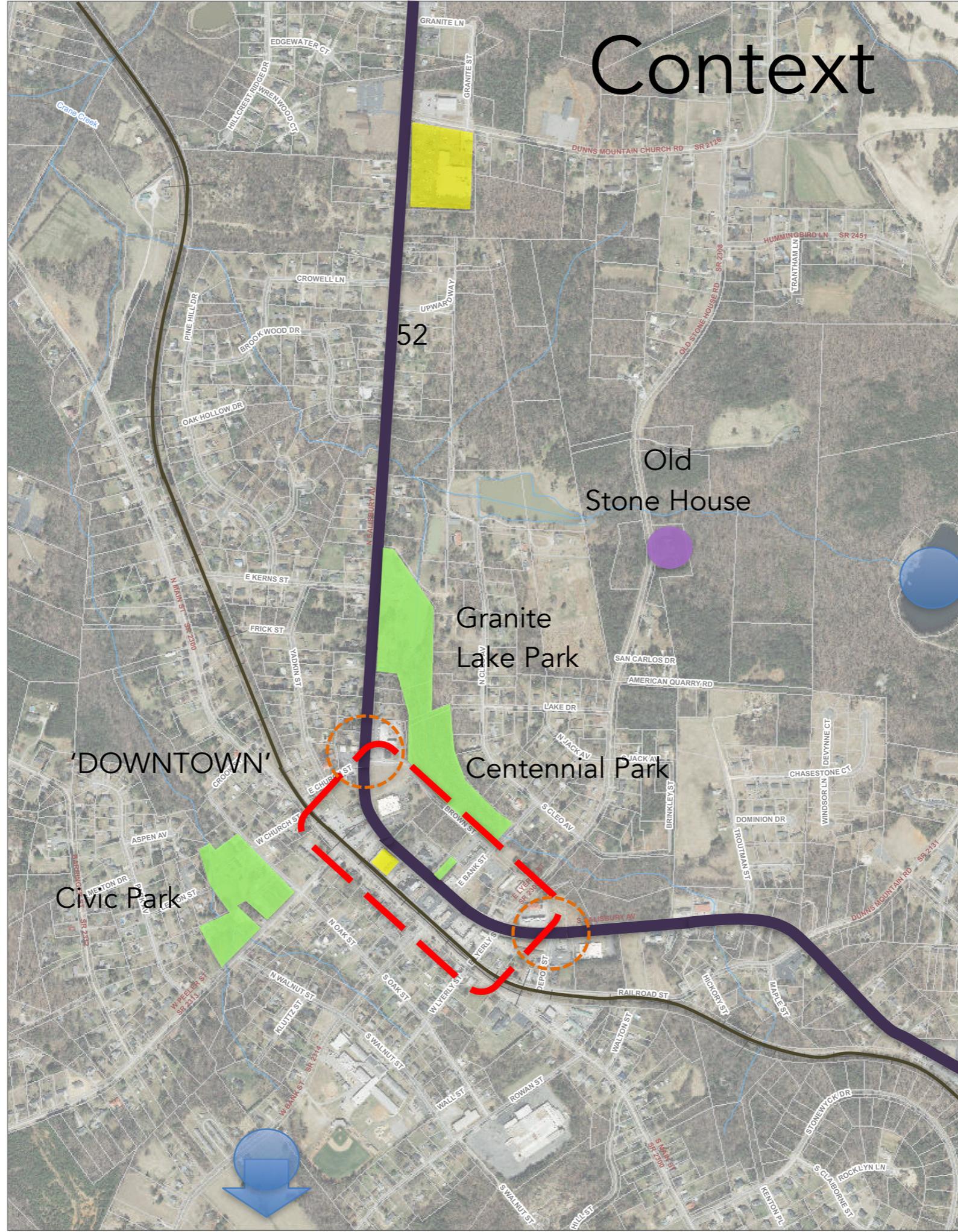
What We Heard/Observed

- 52: Traffic, Speed, Safety Issues
- Need for New Businesses
- Walkability: Trails/Walks
- Streetscape Improvements (52)
- Architectural/Façade Enhancements
- Focus on the 'Core' Blocks

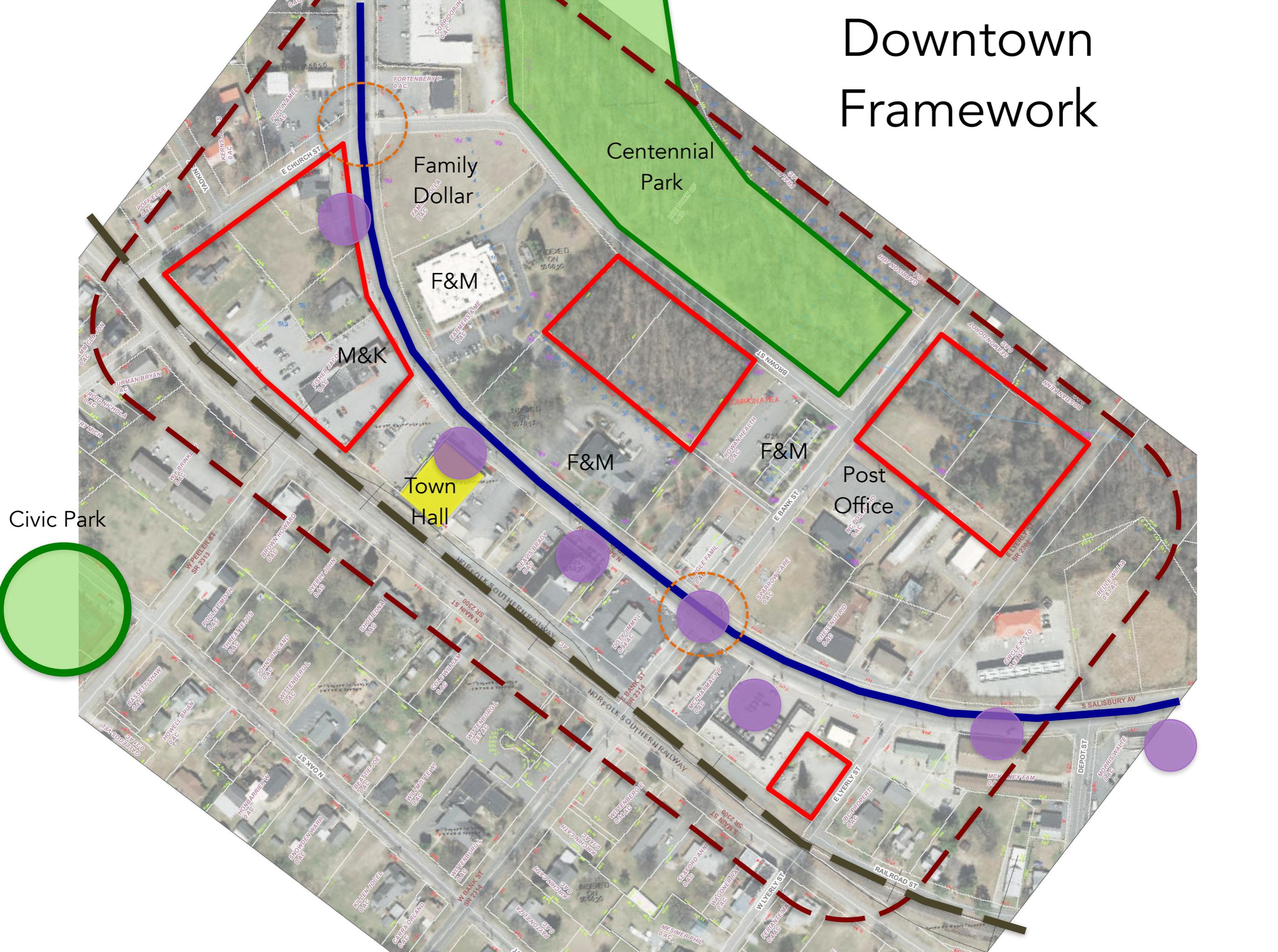
Opportunities

- Create a 'There – There', Build the 'Core'
- Connect & Link the Parks/Existing Assets
- Infill/Redevelopment Opportunities
- Gateways/Signage
- Façade/Architectural Improvements

Context



Downtown Framework



Family Dollar

Centennial Park

F&M

M&K

Town Hall

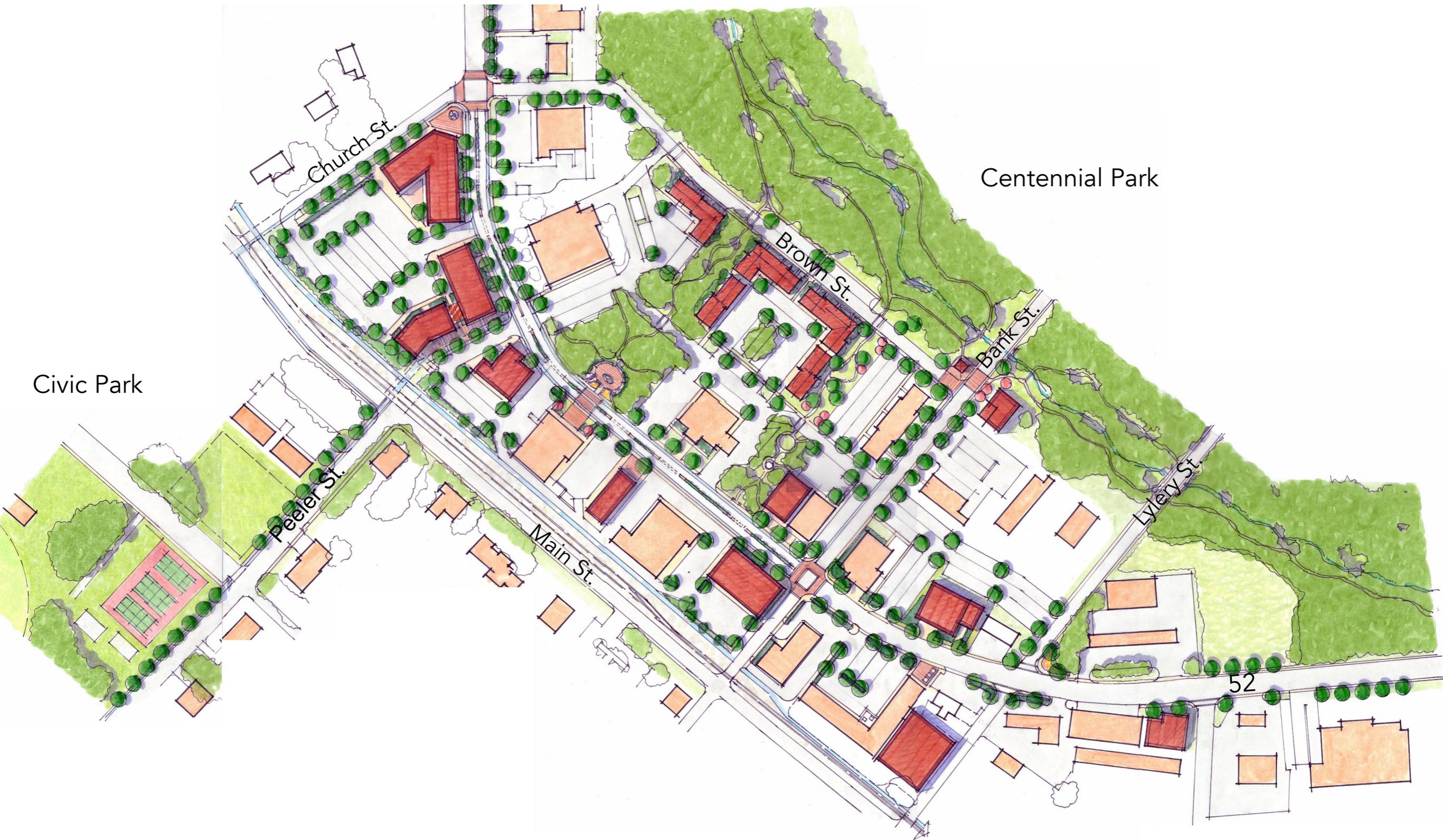
F&M

F&M

Post Office

Civic Park

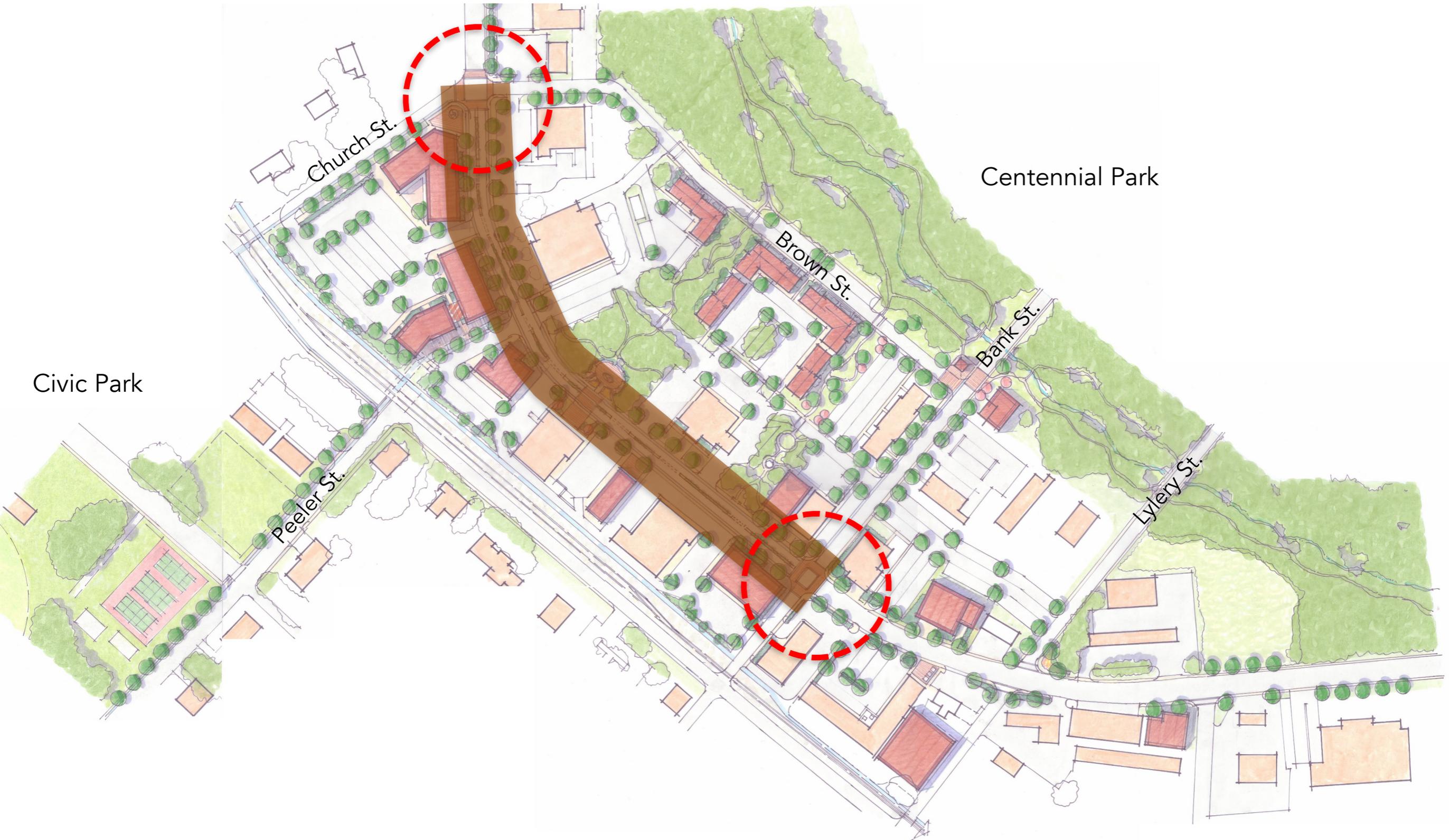
Overall Plan



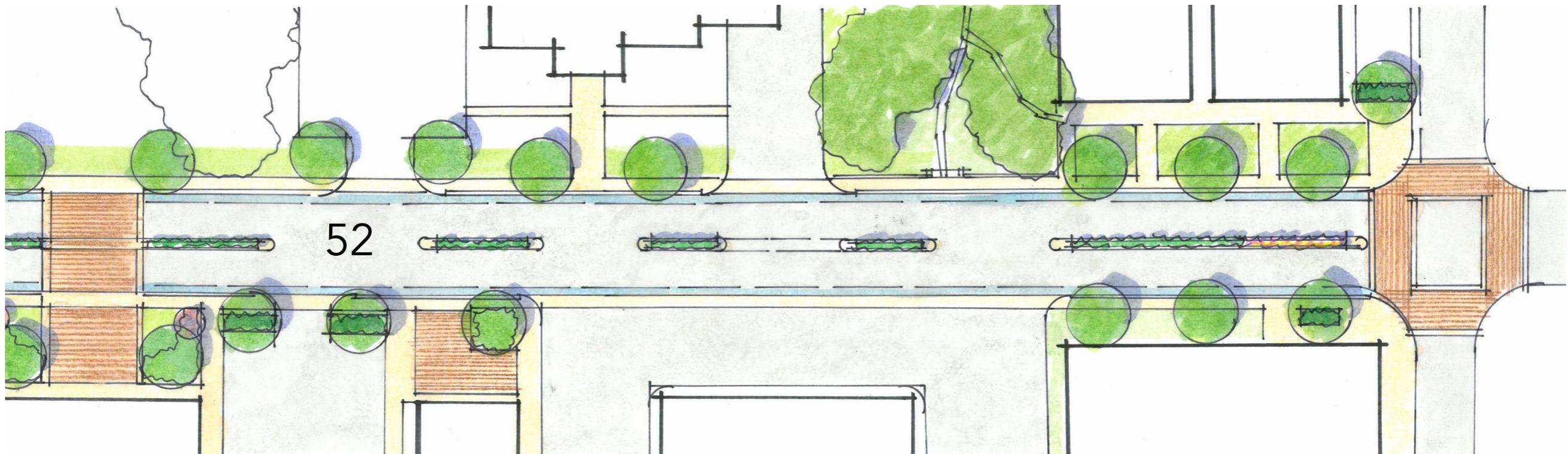
Plan Overview

- Highway 52 – Safety & Streetscape
- Parks/Open Spaces
- Linkages/Trail Opportunities
- Infill/Redevelopment Opportunities
- Creating Place
- Architectural Enhancements

Highway 52 Streetscape

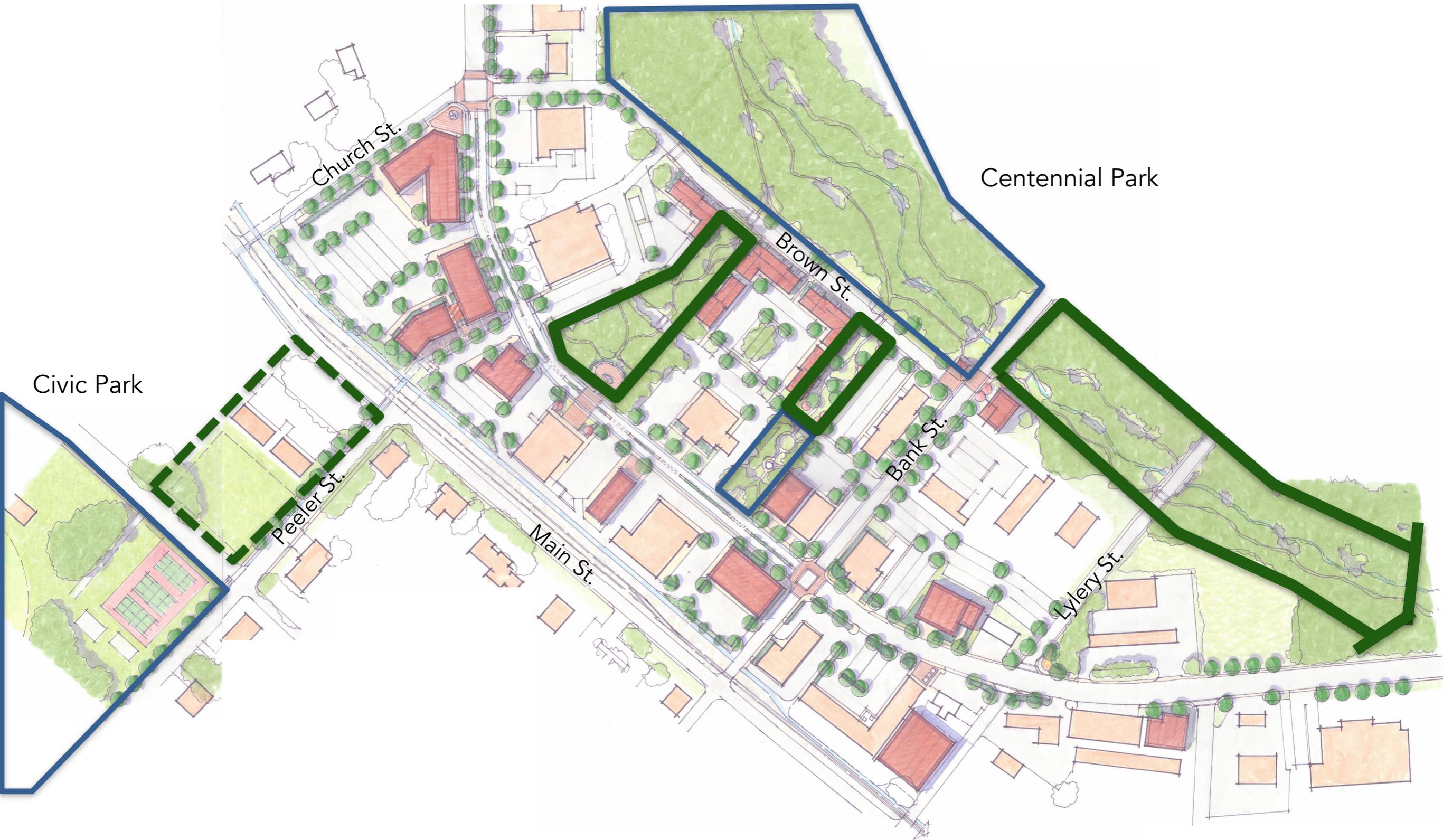


Highway 52 Streetscape

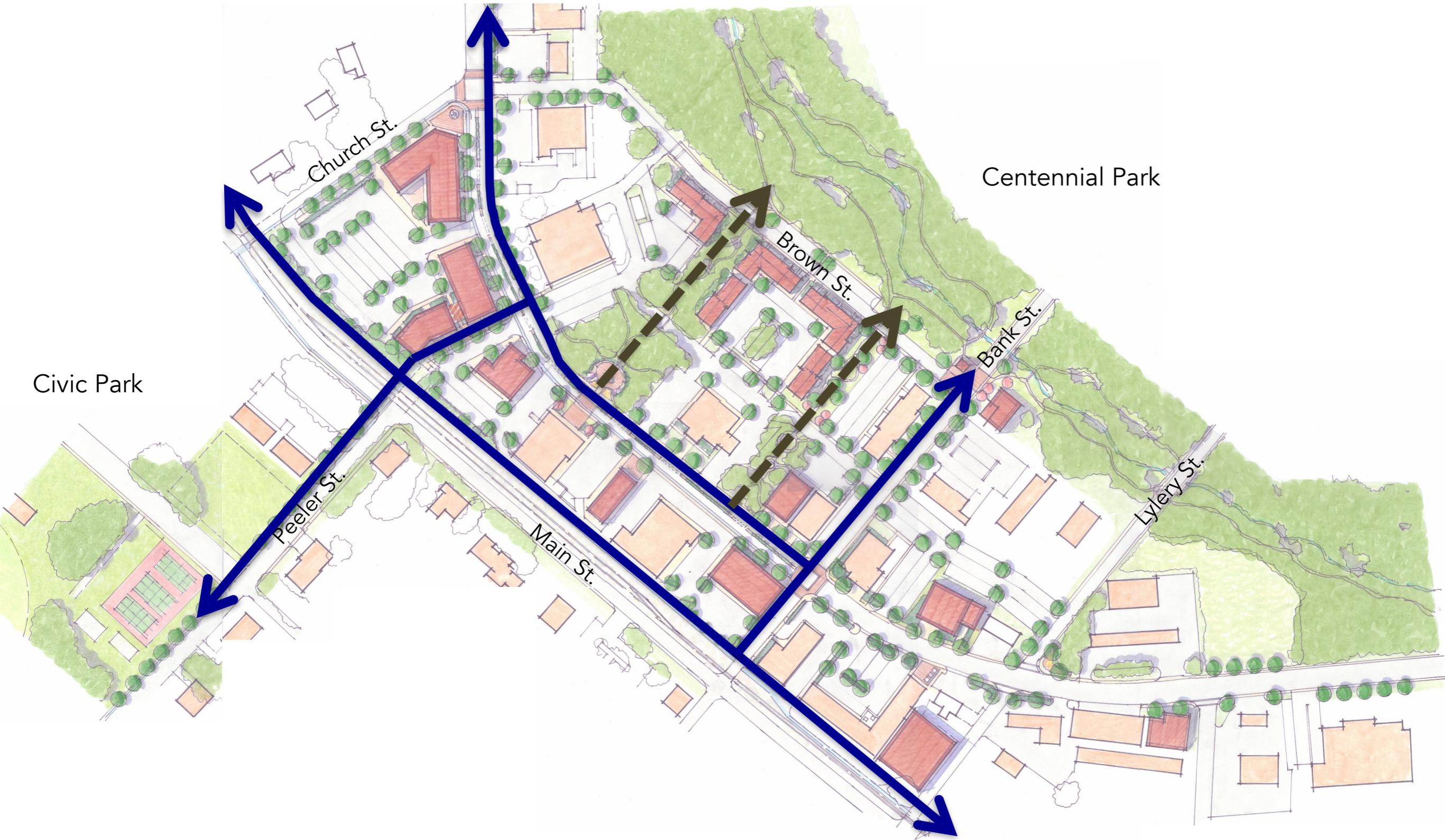


- Remove Center Lane, Consolidate Curb Cuts, Introduce Median & Bike Lane/s (Thread Trail), Expanded Walk (5-6' min) Standard along 52
- Introduce Crosswalks, Lighting, Banners, Street Tree Plantings, Site Amenities/Furniture

Parks & Open Spaces



Connections & Linkages



Infill & Redevelopment



- Development Sites
- Parking





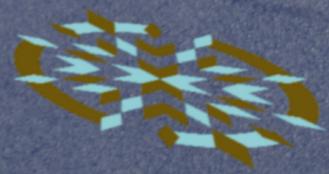
SPEED LIMIT 35



WELCOME TO HISTORIC DOWNTOWN
GRANITE QUARRY

GRANITE QUARRY

- ↑ Downtown
- ↑ Visitors Center
- ↑ Chamber of Commerce





408

On All Occasions **DRINK Cheerwine** It's Great Taste!

Saturday Post



The **HOTDOG** SHACK



408

On All Occasions **Cheerwine** It's Great Taste!

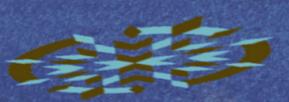
Saturday Post



The **HOTDOG** SHACK

408

On All Occasions **DRINK Cheerwine** It's Great Taste!





McKinney's
MINIS
704-213-2503 704-279-5905
704-279-6882

KO

XO

CASTA



McKINNEY'S MINIS

KO

GQ

GQ







Patterson
MARKET

Allstate

HI-NAILS

Wahoo's

PUMPKINS
APPLES &
FALL DECOR
PRODUCE

Produce
Pumpkins

FRESH Produce

Produce

PUMPKINS
APPLES &
FALL DECOR
PRODUCE

GQ

Patterson
MARKET

Allstate

HI-NAILS

Anna's

Walt

FRESH Produce

duce

WINTER APPLES
ALL DEEP





SCREEN-PRINTING
ink & decal
GRAPHIC DESIGN
DECALS & SIGNS

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rethink
design
Interior Design
Historic Preservation

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WELL PUMPS
WATER FILTERS
WATER FILTER SYSTEMS

MUNICIPAL BUILDING
BRANITE QUARRY, N. C.

CLYDE ADAMS JR. LAW
ENFORCEMENT
CENTER



GRANITE QUARRY MUNICIPAL CENTER

CITY HALL POLICE FIRE



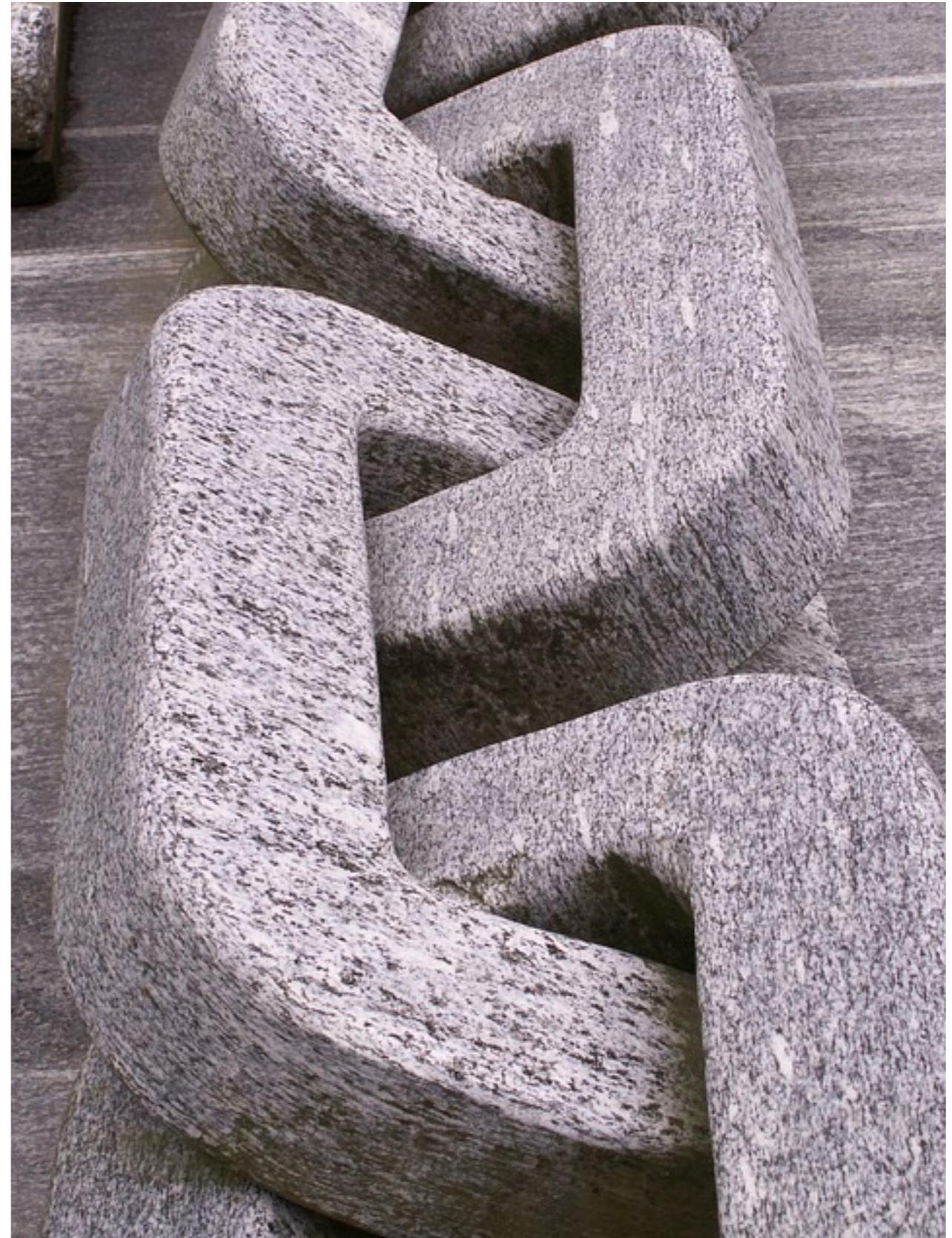


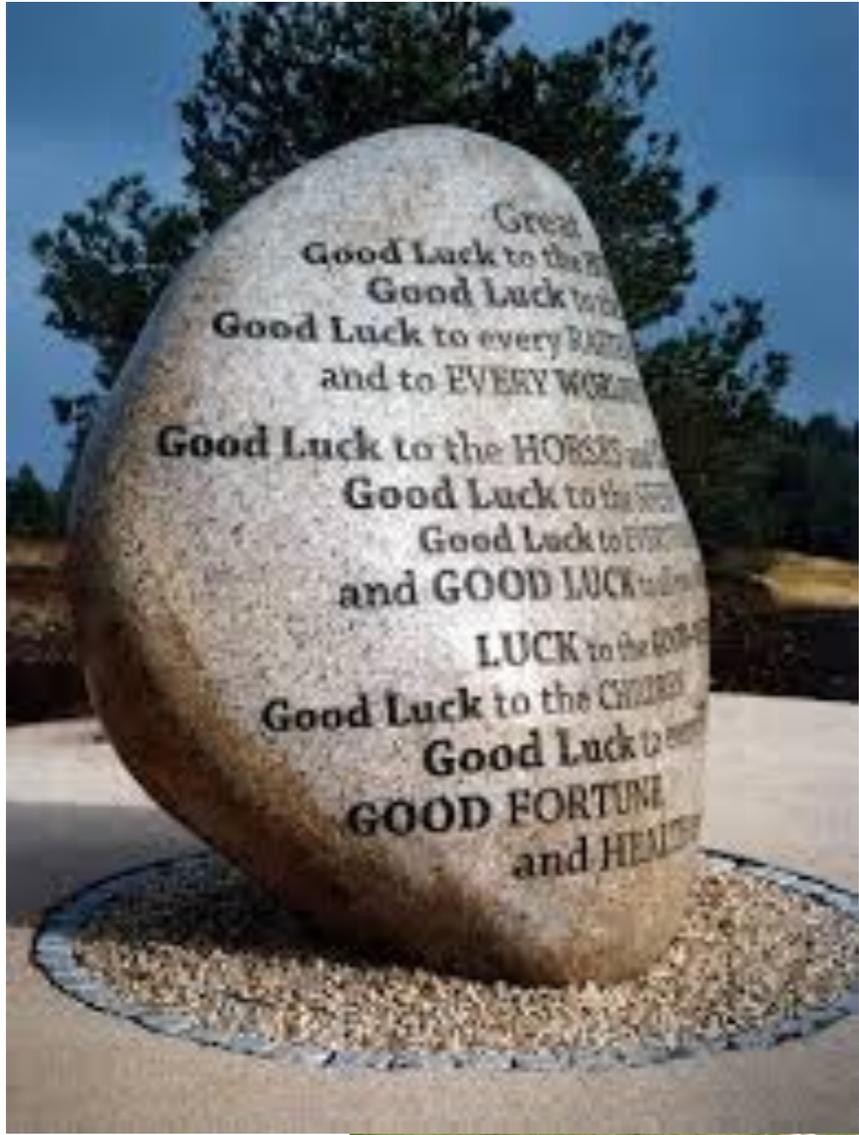


Creating Place/ Character

'Granite'

Art/Sculpture





Art/Sculpture

Functional Art



Creating Place



Landscape Layers

Creating Place



Landscape Layers



NEXT STEPS

NEXT STEPS

Economic Development

- Actively pursue desired business types
- Actively market industrial park (plug into EDC)
- Create a platform for economic development
- Grants for various projects (transportation, trails, USDA, etc.)
- Create team for business recruitment
- Focus on the Core
- Explore Small Town Main Street (short term)
- Consider MSD (medium-term)

NEXT STEPS

Marketing

- Embrace TDA branding initiative
- Embrace Granite Character
- Promote the Square
- Carolina Thread Trail
- Explore new events: recreation-based business-involved event; events to spur consumer spending
- Communication
- Leverage RCCC

THANK YOU!

NEXT STEPS:

- Tonight's Presentation on YouTube
- Final Recommendations
- Plan Document
- Implementation Workshop

