The Midway Corridor Revitalization Plan
Kannapolis, North Carolina

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Executive Summary

The Midway Corridor is located along South Main Street in Kannapolis, North Carolina and consists of both commercial and residential uses. Surveys of the existing conditions revealed urban design issues and pedestrian accessibility to be two of the major problems of the area.

A lack of urban design has created the issue of a lack of streetscape, which has made the corridor one that appears visually unappealing. This hurts the commercial businesses along the corridor as potential customers see this unattractiveness. This also contributes to the problem of having unappealing conditions for pedestrians and residents of the neighboring residential neighborhoods. There is also a lack of businesses that provide services to the residents of the surrounding neighborhoods.

As mentioned briefly before, pedestrian accessibility is a severe problem. The lack of a completed sidewalk network provides for difficult and dangerous conditions to pedestrians who choose to walk. There is also a lack of a sidewalk network leading from the residential community into the commercial corridor.

A lack of sidewalks, crosswalks, or any streetscape makes urban design the most crucial problem along the commercial corridor.

The “Midway Corridor Revitalization Plan” addresses all of these issues. The plan proposes changes that would create a visually appealing, pedestrian friendly corridor. Additionally, the plan calls for new businesses to be developed throughout the commercial corridor that will provide services to residents who live in the surrounding neighborhoods.

Along the commercial and residential corridors, sidewalks should be installed along with benches and trash receptacles. Crosswalks linking each side of South Main Street should also be put in place to allow pedestrians to safely cross South Main Street.
Both of the residential communities in the corridor have these same urban design problems. While both neighborhoods are fairly similar, they do not share a common road meaning the residents of each rarely socialize. To aide in this and residential recreation, a bike/walk path will also be designated, linking both neighborhoods to each other and the commercial corridor. The bike/walk path will run into the newly established public park.

Introduction

The City of Kannapolis is located approximately twenty-five miles north of Charlotte, North Carolina and has a population of 36,910 residents. Bordered by the counties of Rowan (to the north) and Cabarrus (to the south), Kannapolis also enjoys a prime location alongside two of North Carolinas’ most vital roadways, Interstate 85 and Route 29, as well as being on the Norfolk Southern rail line.

Made up by several different and distinct neighborhoods, this plan will focus on the Midway Corridor, which includes businesses and homes that border South Main Street from its intersection with Dale Earnhardt Boulevard to just south of Walker Avenue.

Currently the businesses facing South Main Street are heavily commercial and behind them are residential neighborhoods. Of the 171 buildings surveyed and inventoried, 125 are residential and 46 are commercial, meaning that while the area would appear to be commercial, it is predominately residential.

Purpose

The plan is submitted as a requirement for the completion of URSP 762. The purpose of the Midway Corridor Plan is to identify the existing conditions of the residential and commercial areas, develop a vision, identify steps that need to be taken to make the area a more vibrant corridor, and identify who should implement those steps.

Boundaries

The Midway Commercial and Residential Corridor, which will be referred to as the Midway Study Area, has large tracts of vacant lots that act as natural boundaries to the north and south.

The entrance to the study area is at the intersection of South Main Street and Dale Earnhardt Boulevard. This is a major intersection with large vacant lots that make it a clear entrance to the Midway Study Area. The southern boundary of the study area on South Main Street also contains large vacant tracts of land.

A Norfolk Southern rail line that runs behind businesses acts as its eastern border and the residential neighborhoods surrounding it to the west all have roads that dead end acting as its western border.

A map including both the commercial and residential components of the Midway Study Area is located on the next page.
THE MIDWAY STUDY AREA
Existing Conditions

A building survey was completed on January 11, 2005 that revealed 171 buildings in the Midway Study Area. Of these, 125 (73.5 percent) are residential and 46 (26.5 percent) are commercial. The survey results indicated there are both a wide range of commercial uses in this area and different types of housing.

South Main Street is the commercial strip in the Midway Study Area. Along this strip, there are many types of businesses. Among the most frequent types of businesses are car repair (7), tanning (3), medical (2), pawn shop (2), and convenience (2).

Most of the businesses located along the west side of South Main Street are free standing, and include their own parking lot either alongside or behind the building. The majority of the businesses on the east side of South Main Street are small businesses that are located in one big building and use the front between the building and the road for parking.

Two neighborhoods make up the residential component of the Midway Study Area. Both are located behind the commercial uses on the west side of South Main Street. While the neighborhoods border each other, they do not share any common roads resulting in a lack of interaction between its’ residents.

There are a variety of types of housing. Much of the housing stock is single family but there is also a large amount of homes that are duplexes located throughout the residential neighborhood.
Population, Income, Employment

The Midway Study Area is located in census block 410- block group 4. Census data for this block group show a population of 1,560. Of those, 75 % are white, 15 % African American, 6 % Latino, and 3 % defined their race as other. Males (742) make up 48 percent of the population and females (818) make up 52 percent of the population. Almost all of the citizens living in the study area were born in North Carolina (94%). However, 6 % indicated they were born outside of the United States. In 2000, 99% of those living in this census tract had incomes below the poverty level and 60% had incomes under 20,000.

Census 2000 also showed the labor force for the block group to be 754 people, 53% male and 46% female. Of the 404 males, 94% were employed and 5% were unemployed. Of the females, 95% were employed and 4% were unemployed. The highest type of employment for males is manufacturing (25%) followed by construction (14%), transportation and warehousing (10%) and retail (6%). Of the females the most popular employment was healthcare and social assistance (27%) followed by manufacturing (18%) and retail (12%).

Residential

The housing stock is varied but overall in good conditions, although some of it has fallen into different states of disrepair. There are single-family homes, multi-family homes, and one apartment building.

Using North Carolina criteria, blight is defined as being any building that, “by reason of dilapidation, deterioration, age or obsolescence, inadequate provision for ventilation, light, air, sanitation, or open spaces, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, substantially impairs the sound growth of the community, is conducive to ill health, the transmission of disease, infant mortality, juvenile delinquency and crime, and is detrimental to the public health, safety, morals or welfare.”

While the blighted homes are scattered throughout the entire area, the majority seem to be concentrated in the South Ridge Avenue area just outside the eastern boundary of the Midway Study Area.

Of the 125 homes in the Midway Study Area, 19 are blighted and 16 are vacant. All of those that are currently vacant are blighted. This means that 6.57 percent of the residential buildings (total number of homes 125 divided by total number of homes blighted 19) are blighted.

Census 2000 reported that 64 percent (427) of the homes located in Census Tract 410-Block Group 4 were owner occupied meaning that 36 percent were available as rental units.
Commercial

Even though the Midway Study Area is mainly a residential community, a strip of commercial businesses borders South Main Street. The commercial stock is varied as well as some buildings are in excellent conditions while others appear abandoned.

Of the 46 buildings currently used for commercial uses, 7 are blighted and 7 are vacant. This means that 6.57 percent of the commercial buildings (total number of commercial buildings 46 divided by the total number of buildings blighted 7) are blighted.

Vacant Land

While not a formal category there is an unusually high amount of vacant land. Parcels of vacant land (23 lots) are scattered throughout the commercial and residential neighborhoods of the midway district.

Zoning, Land Use, and Physical Features

The commercial strip along South Main Street located in the Midway Study Area is currently zoned C-2, making it a general commercial district. The Kannapolis zoning ordinance reads that a C-2 zoned district “shall provide general commercial activities to serve the community” and that acceptable uses are repair shops, wholesale good stores, and retail stores that are limited to what they do outdoors.

The zoning ordinance further says that a C-2 zoned area should “promote a broad range of community operations and services necessary for a large region or county.” Since the commercial strip of the Midway Study Area has businesses that provide these, the current zoning of C-2 is appropriate.

The two residential neighborhoods of the Midway Study Area are zoned two different ways.

The neighborhood consisting of William, Walker, Ann, Lee, Polo, and Bost Streets is zoned RM-1 for Residential Medium Density. This zoning allows for, “single-family residential uses with a maximum of 3 dwelling units per acre and provides for a flexible minimum lot size and density requirement in order to allow for market and design flexibility.”

The other neighborhood in the Midway Study Area, consisting of Aileen and Rankin Streets, is zoned RV for a Residential Village. This zoning, “provides areas for detached single family homes with a maximum of 8 dwelling units per acre in areas where large lot development is discouraged and supports the principles of concentrated urban growth by reinforcing existing community centers.”

All of the current land uses abide by the zoning regulations and none appear to be in violation.

There are no remarkable physical features of the Midway Study Area, as the area is flat.
The Midway Commercial Corridor

Introduction

South Main Street runs directly through commercial area of the Midway Corridor. As the Midway Corridor begins at the intersection of Dale Earnhardt Boulevard and running south to William Street, many commercial businesses are located along South Main Street. While many of these businesses are ones that could be reached from the residential neighborhoods, the current streetscape is not conducive to that.

Streetscape

South Main Street is a busy road maintained by the State of North Carolina that slices through the commercial corridor. The road itself is two-lane with a speed limit of 35 miles per hour. There is no raised median strip, as cars use the median to make left-handed turns into businesses on the other side of the street. Telephone poles line South Main Street, and while there are light posts there are several different types.

Paving

South Main Street is in good condition and made of asphalt.

Sidewalks

There is one isolated stretch of sidewalk that runs throughout the commercial corridor. This is in front of the Church and appears to be privately constructed, as it is not as wide as most sidewalks. However, the majority of street has no sidewalks. Some of these areas are just grass and others are front parking lots for commercial buildings.

Only one crosswalk is in place, leading from the vacant lot to the What-a-burger. None of the intersections have painted crosswalks on the streets.
Looking north on South Main Street there is a lack of any sidewalk

Crosswalks

There is only one crosswalk located inside the Midway Study Area, which connects a large vacant lot used for parking to the What-A-Burger.

Parking

Much of the parking for commercial buildings is located off street in front of the commercial buildings themselves. Some of the parking is located behind the buildings. None is on street.
Much of the parking on South Main Street is in front of the existing buildings

**Traffic Counts and Control**

The City of Kannapolis has traffic counts that indicate 12,000 cars use South Main Street each day, meaning roughly 6,000 each way. There is only one stoplight located inside the boundaries of the Midway Study Area at the intersection of Bethpage Road and South Main Street. However, statistics from the Kannapolis Police Department show there to be no accident problem as there have been none in the Midway Study Area over the last year.

**Curbing**

There is a lack of consistent curbing along South Main Street. The one area that has a sidewalk also has a curbing. However, the lack of curbing in the areas where parking is located in front of the business large puddles tend to form during and after rain conditions making it difficult for pedestrian traffic. Additionally, the drainage system is designed with grates along the street that contribute to the puddle problem.
Map of Existing Conditions
The lack of a sidewalk here leads to dangerous and muddy conditions for pedestrians.

A typical drainage grate used along South Main Street.

**Benches/Trash Receptacles**

While the area would appear to be one that caters to pedestrians as they can easily park and walk to several businesses, no benches or trash receptacles are in place. Litter does not appear to be a major problem.
Trees

There are trees scattered throughout the commercial corridor in vacant lots but not along the road and not in any organized fashion.

Zoning

The commercial strip along South Main Street located in the Midway Study Area is currently zoned C-2 making it a general commercial district. The Kannapolis zoning ordinance reads that a C-2 zoned district “shall provide general commercial activities to serve the community” and that acceptable uses are repair shops, wholesale good stores, and retail stores that are limited to what they do outdoors.

The zoning ordinance further says that a C-2 zoned area should “promote a broad range of community operations and services necessary for a large region or county.” Since the commercial strip of the Midway Study Area has businesses that provide these, the current zoning of C-2 is appropriate.
The Midway Commercial Corridor

The number corresponds to businesses location on the map. Map is looking north on South Main Street.

1- Table Supply
2- Vacant Lot
3- Private Home
4- Private Home
5- Hellbent Customs
6- Kannapolis Masonic Center
7- Kannapolis United Methodist Church
8- Kannapolis United Methodist Church
9- Vacant Lot
10- Easleys Body Shop
11- Fontanini
12- VACANT
13- Midway Tanning
14- Deltor Motor Service
15- Utility Payment Center
16- What-A-Burger
17- Home Reality
18- Cherokee Rose Promotional Products
19- Private Home
20- Private Home
21- Private Home
22- Law Office
23- Private Home
24- Private Home
27- VACANT
28- Kwik Kash Pawn Shop
29- Tienda Mexicana
30- Jewelry & Loan
31- Used Furniture Buy and Sell, New Baptist Church
32- Pest Management, Piedmont Cleaners
33- Midway Barber, Taquiera Alabarren, VACANT, Ink Emporium
34- Apartments
35- Plain Office Building
36- Napa Auto Parts
37- Hubbard and Associates
38- Tropical Sun Tanning, Eddie Hermosa
39- Kannapolis Charter and Pools
40- Atlantic American Properties
41- Beaver Post 115 Meeting Hall
42- Loading Dock Wholesale and Supply
43- VACANT
Business Clusters

The thirty-eight businesses that line the commercial corridor have a variety of uses. Some of the most popular are auto service and repair (4), church and local organizations (5), used goods and pawn shops (3), food and grocery (3), and tanning (2).

None of these businesses cluster around each other as they are sprinkled throughout the commercial corridor. This data further reinforces that South Main Street is a major arterial road, which has businesses that appeal to citizens passing through the area, instead of those who live in the surrounding neighborhoods.

Building Heights

With the exception of the two-story apartment building, all other buildings located in the commercial corridor are single story and constructed of either brick or concrete. The majority of the buildings on the west side of South Main Street sit to themselves and have parking on the side, while the buildings on the east side of South Main Street are single buildings that house 3 to 4 individual businesses.

![A typical building that is located on the east side of South Main Street. It is a single building but has 2 businesses located in it.](image)

Setbacks

The buildings appear to have no specified setback from South Main Street. The only consistent thing is that those on the West side of South Main have parking to the sides, and those on the east side have parking in the front.
Buildings on the West Side of South Main that have a larger setback than those on the East Side.

**Commercial Building Orientation**

All businesses in the buildings face toward South Main Street.

**Signs**

The only road signs are street signs. There are no speed limit or pedestrian warning signs.

Many of the businesses have stand-alone signs detached from the building in the front parking lot. These signs have the business name on them. There is no consistency as some have the sign located on top of a pole and others have a sign hanging from a pole.

Quite a few of these businesses have signs that are lighted by electricity at nighttime and the most noticeable of these is the “What-a-Burger 10” sign.

There are no portable or off site signs as all are in the front lot of the building that they advertise for. Many of the businesses also have advertising painted on the side of them.
Building Ownership

All of the commercially used buildings in the Midway Study Area are locally owned however only a few merchants own the building they operate out of.
Evaluation

There is currently a lack of urban design for the Midway Commercial Corridor. Many small, complimentary businesses are located almost next door to each other, yet the current conditions endanger, inconvenience, and deter potential pedestrian traffic.

The lack of urban design also negatively impacts the potential of this commercial corridor. Ideally, a network of sidewalks, curbing, and drainage would exist interlinking the commercial corridor to the residential neighborhoods.

There is also no uniform look to the appearance of the fronts, setbacks, and signs that the buildings and businesses.

However, it is a major asset that South Main Street is a major arterial roadway in and out of Kannapolis. This helps ensure that people will come and utilize many of the businesses no matter the appearance because they are convenient.

The Midway Residential

Introduction

While the western border of the Midway Study area is the Norfolk Southern rail line, the eastern border extends back behind the commercial businesses that line South Main and includes two neighborhoods.

The Midway Residential

While the residential area of the Midway Study Area is all one area located west of South Main Street, the two residential neighborhoods do not connect with each other, and only connect with the commercial corridor. The residential areas are the neighborhood located off of Aileen and Rankin Street, as well as the neighborhood located off of William and Walker Street.

There is a mix of old homes and new homes. Many of the homes have been divided into duplexes.

The Midway Study Area is located in Census Tract 410 block group-4. The 2000 Census found 684 housing units in this block group. Of this 684, 55% were owner occupied and 44% were renter occupied. Owner occupied homes have a median value of 82,000. All have complete kitchen facilities. The majority of the homes in the study area were constructed around 1961 making their median age about forty-four.

There is also a difference in age between those who rent and those who own as 50% of those who own homes are between the ages of 35 to 59 while 44% of those who rent homes are between the ages of 25 and 44.

All of the housing stock has some type of heat. Many (62%) get their heat from gas, few (26%) use electrical heat, even fewer (10%) use fuel oil, and only eight residents rely on wood. Almost all have complete plumbing as only seven residents lack total plumbing facilities.

The units by structure data showed the majority (70%) to have 1 unit detached. Others have 1 structure attached (6%), 2 structures attached (1%), 3 to 4 structures attached (8%) and 5 to 9 structures attached (3%).
Additionally, there are 68 mobile homes in this block group.

A typical duplex home located along Polo Street in the Midway Residential Corridor. There are many of these homes, some which appear to be new like the photo above and others that appear to be old.

Single-family homes located along Walker Avenue in the Midway Study Area.

**Home Ownership and Assessment**

The majority of these homes 64 percent (206) were valued and assessed at being worth less than ninety-thousand dollars in 1999.
The Midway Residential
The number corresponds to the home location on the map.
Map is looking north on South Main Street.

The Aileen and Rankin Neighborhood
1-235 West Ave
2-225 West Ave
3-219 West Ave
4-VACANT
5-211 West Ave
6-VACANT
7-VACANT
8-206 Bethpage Road
9-200 Bethpage Road
10-VACANT
11-198 Bethpage Road (Church)
12-203 Bethpage Road
13-201 Bethpage Road
14-205 Bethpage Road
15-111 Bethpage Road
16-VACANT
17-808 Aileen Street
18-806 Aileen Street
19-804 Aileen Street
20-802 Aileen Street
21-VACANT
22-VACANT
23-811 Aileen Street
24-815 Aileen Street
25-VACANT
26-810 Aileen Street
27-VACANT
28-810 Richard Street
29-WATER TOWER
30-211 Rankin
31-VACANT
32-203 Rankin
33-201 Rankin
34-181 Rankin
35-111 Rankin
36-VACANT
37-200 Rankin
38-116 Rankin
39-112 Rankin
40-VACANT
41-107 Rankin
The Bost, Polo, Ann, and Walker Street Neighborhood
42-308 Bost Street
43-306 Bost Street
44-304 Bost Street A and B
45-302 Bost Street
46-300 Bost Street
47-906 Polo Street
48-905 Polo Street
49-900 Polo Street
50-909 and 905 Polo Street
51-919 and 915 Polo Street
52-927 and 925 Polo Street
53-935 Polo Street
54-298 Bost Street
55-295 Bost Street
56-311 Bost Street
57-309 Bost Street
58-307 Bost Street
59-305 Bost Street
60-303 Bost Street
61-302 Bost Street
62-310 Walker Ave
63-312 Walker Ave
64-VACANT
65-VACANT
66-311 Walker Street
67-VACANT
68-VACANT
69-VACANT
70-1100 Polo Street
71-296 Ann Street
72-298 Ann Street
73-300 Ann Street
74-304 Ann Street
75-206 Bost Street
76-204 Bost Street
77-202 Bost Street
78-402 Walker Ave
79-404 Walker Ave
80-406 Walker Ave
81-VACANT
82-VACANT
83-VACANT
84-1101 Lee Street
85-VACANT
86-VACANT
87-VACANT
88-1104 Lee Street
89-1102 Lee Street
90-1001 Lee Street
91-1003 Lee Street
92-104 Walker Avenue
93-102 Walker Avenue
94-Shed
95-103 Walker Avenue
96-101 Walker Avenue
97-1103 Lee Street
98-1105 Lee Street

Looking East on Walker Avenue at Lee Street.
Paving

The streets are paved with standard asphalt paving.

Sidewalks

There is a lack of connecting and organized sidewalks in the Midway Residential Corridor. Along two streets, William and Bost, there is full curbing and sidewalk. However, this abruptly stops.

The lack of sidewalks also helps to disconnect the residential area from the commercial area, meaning that residents are less likely to walk to the commercial area for daily services or shopping.

Crosswalks

There are no crosswalks in the Midway Residential Corridor.

Parking

All the homes located in the Midway Residential Corridor have off-street parking in either a driveway or garage.
Traffic Control

There are no traffic lights located in the Midway Residential Corridor.

Trees

There are many different types of trees scattered throughout the private property in the Residential Area of the Midway Study Area but there is no organization to them. Some are planted in front yards close to the road and others planted in the backyard. There are no trees planted on public property.

There is no organization to where trees are located in residents’ yards.

Zoning

The two residential neighborhoods of the Midway Study Area are zoned differently- RM1 and RV.

The neighborhood consisting of William, Walker, Ann, Lee, Polo, and Bost Streets is zoned RM-1 for Residential Medium Density. This zoning allows for, “single-family residential uses with a maximum of 3 dwelling units per acre and provides for a flexible minimum lot size and density requirement in order to allow for market and design flexibility.”

The other neighborhood in the Midway Study Area, consisting of Aileen and Rankin Streets, is zoned RV for a Residential Village. This zoning, “provides areas for detached single family homes with a maximum of 8 dwelling units per acre in areas
where large lot development is discouraged and supports the principles of concentrated urban growth by reinforcing existing community centers.”

**Setbacks**

All of the homes are located about the same distance from the road and all have a front yard.

**Orientation**

All of the homes also set facing the road the located on.

**Signs**

There are a few road signs and a speed limit sign.

**Curbing**

There is a lack of continuous curbing throughout the residential area. Some areas have curbing and others don’t.

A portion of William Street where one side of the road has curbing and the other doesn’t.

**Evaluation**

Throughout the residential neighborhoods of the Midway Study Area there are many urban design characteristics missing. There is no consistent network of sidewalks,
curbs, and drains. Since these neighborhoods are both behind the commercial strip, sidewalks leading residents towards the commercial area should be present but they are not.

Also missing is any connection between the two neighborhoods as there is no community center, school, or even a street connecting them. A bike path or pedestrian trail would work well to encourage the two neighborhoods to bond. However, there is none and the only current way to commute between the two of them is to either drive all the way around on South Main Street, or walk through others backyards.

A major asset is that most of the housing is older meaning that home prices or rent should be affordable to homeowners and renters. It is also a major asset that it is located so convenient to a commercial corridor and a major thoroughfare.

**Surrounding Influences on the Midway Study Area**

**Introduction**

Because the Midway Study Area is located on a major road near the center of the City of Kannapolis, there are quite a few surrounding influences.

**Old Fieldcrest Cannon Plant**

The former mill plant was a huge economic factor in Kannapolis and ceased its operations on July 30, 2003. Economically, the 158-acre mills’ demise has had a severe impact on the town as 4,800 residents lost their jobs. Currently, it sits vacant while city leaders make decisions as to demolish it, remodel it to use more modern technology, or to bring in another company that can use it as is.
Cannon Village

Less then a mile north of the Midway Study area is Cannon Village, an area much like South Main Street. It is a community destination many go to, to do their shopping. It is pedestrian friendly as it has designed crosswalks, raised median strips, organized trees, and encourages those who stop to shop, to stay and walk around.
South Main Street

The fact that the Midway Study Area is located on South Main Street is a major factor since this road acts as a major north-south artery to and from Kannapolis. South Main Street is one of two major roads; Route 29 is the other, which cuts north south through the town. It is the only road that directly connects Cannon Village and the former Mill Area to Interstate 85 and Concord, a town that border the southern edge of Kannapolis.

Immigrant Workers

Since the Midway Study Area is located on South Main Street, a roadway artery, and there is a strong presence of Hispanic businesses, but not a large number of Hispanics living in the residential area, this population must be using South Main Street to go to work. There are two Hispanic themed convenience stores located along South Main Street.

The apartment building located on South Main Street, has cheap (100 dollar weekly rentals) housing, which appears to appeal to migrant workers meaning that some of this population is living in the study area, even if just for weeks at a time.
A convenience store that is themed towards migrant workers sits along South Main Street.

**Evaluation**

The majority of the surrounding influences on the Midway Study Area are surprisingly good and all assets to the Midway Corridor Plan.

Since South Main Street bisects the Midway Study Area and is a busy roadway linking north and south Kannapolis with outside counties, it will ensure that a steady flow of traffic will always pass through providing potential customers to the commercial merchants.
THE PLAN

VISION

The midway corridor is a destination where both commuters and residents from the adjoining neighborhoods stop to shop. The businesses lining the commercial corridor meet the needs of the surrounding community. The commercial corridor is linked to the residential neighborhood by a series of sidewalks and crosswalks making it easy for shoppers to navigate their way to different stores. Residents use sidewalks located throughout the residential neighborhood to access the commercial corridor and the residents from the two neighborhoods interact with each other.

GOALS COMMERCIAL AREA

Pedestrian Safety

**Goal:** Improved accessibility and pedestrian safety on South Main Street. Benches and trash receptacles located to correspond with strategically placed crosswalks.

Urban Design

**Goal:** A median strip lined with streetlights and decorative trees lines South Main Street from the intersection of Dale Earnhardt Boulevard to the intersection of Walker Street.

**Goal:** Additional parking is located central to the corridor on half of the vacant land across from the What-a-Burger. A public park with landscaping, benches, and picnic tables occupies the other half of the vacant land.

**Goal:** Fifty percent of the businesses along the west side of South Main Street will move parking behind the building.

**Goal:** People are aware of the entrance to the corridor by welcome banners at South Main Streets’ intersection with Dale Earnhardt Boulevard and its’ intersection with Walker Street.

Business

**Goal:** Business owners form an association to ensure long-term changes in the appearance and types of business located in the commercial corridor.

**Goal:** Businesses are attracted that cater to the needs of the neighborhood line South Main Street.

**Goal:** Guidelines establish a coherent set of buildings spaced throughout the corridor.
GOALS-RESIDENTIAL AREA

Urban Design

Goal- The commercial corridor is accessible from nearby neighborhoods.

- Sidewalks are installed along residential streets.
- Curbing is installed along the residential streets.

Goal- The area is attractive to first-time homeowners who want to move to the Charlotte area.

- Prohibit additional mobile home units in the study area.
- Newly built and renovated homes are attractive for young people by being wired for high-speed Internet access.

Social Design

Goal- Residents and children of the two neighborhoods that border each other but share no connecting roads interact with each other socially through recreational activities.

- A bike/walking trail is designated between the two neighborhoods leading to the public park.

Goal- A neighborhood association is formed that will bring social cohesion between the two neighborhoods with community events.

- This association will also work closely with the business association to determine the types of businesses to attract to the commercial corridor.

Guidelines

These guidelines are established to help the long term economic future of the Midway Study Area. The primary goal of the following guidelines is to ensure that each business maintains a clean and safe appearance that helps promote that theme throughout the commercial corridor.
Guidelines

1- Buildings made of brick should be kept with the original brick façade and it should not be painted over.

2- Business owners are encouraged to remove any trash or debris in front of their building once a day.

3- Auto repair businesses should move automobiles that need to stay overnight behind the building or leave them in the building.

4- Business owners should work proactively with Kannapolis Code Enforcement to ensure that vacant buildings have basic care given to them, either by the city, property owner, or by the city with the cost being paid by the property owner.

Resident Needs

5- Businesses that benefit the residents of the area should work closely with the neighborhood association to have hours that are convenient to those who live in the surrounding neighborhoods.

6- Lots behind commercial buildings should be free and clear of disabled cars, trash, and other clutter.

Future Development

7- Neighborhood businesses such as an Internet cafe (Kinko’s), day care, adult education center, or cleaners, should be recruited to help the commercial corridor meet the needs of the surrounding residential community.
Midway corridor map
COMMERCIAL CORRIDOR PLAN

Pedestrian Safety

**Goal:** Improved accessibility and pedestrian safety on South Main Street. Benches and trash receptacles located to correspond with strategically placed crosswalks.

A sidewalk should be constructed to run along both sides of South Main Street from its intersection with Dale Earnhardt Boulevard to its’ intersection with Walker Street. This sidewalk should include curbing and decorative light posts.

At every intersection, pedestrian benches and trash receptacles should be in place. Examples of these are in the Kannapolis Streetscape section, which follows this. The sidewalks on each side of South Main Street should also be linked to one another by crosswalks that feature brick stamping.

Pedestrian warning signs should be strategically placed throughout the corridor to correspond with the location of the crosswalks.

Urban Design

**Goal-** A median with decorative trees lines South Main Street from the intersection of Dale Earnhardt Boulevard to the intersection of Walker Street.

The turning lane located between the north and south lanes of South Main Street should be converted into a raised median strip. Along the median strip trees that are native to the Kannapolis area should be planted in an organized way.

**Goal-** Additional paved parking is located central to the corridor on half of the vacant land across from the What-a-Burger. A public park with landscaping, benches, and picnic tables occupies the other half of the vacant land.

This tract of vacant land should be purchased by the city for conversion to public use. The half of this land closest to South Main Street should be paved and converted into parking. The half closest to the Norfolk Southern rail line should be landscaped and turned into a public park for the residential citizens on the Midway community.

The public park should include benches, picnic tables, and a protective fence to keep children and adults from wandering onto the railroad right of way.

**Goal-** Fifty percent of the businesses along the west side of South Main Street will move parking behind the building.

With the new sidewalks being put into place, many of the merchants along South Main Street will lose their existing on-street parking. This will create a need for additional parking, which can be accomplished by converting the land behind the businesses into parking. This land is currently used for informal parking, but should be converted for use as primary parking. Signs in front of the businesses should direct customers to any new parking behind the stores.
Goal- People are aware of the entrance to the corridor by welcome banners and a sign at South Main Streets’ intersection with Dale Earnhardt Boulevard and its intersection with Walker Street.

South Main Street is a major arterial road in Kannapolis. However, many citizens pass through the Midway Corridor each day and have no idea that they passed through a distinct section of town. Wooden signs, lit at night, would be located in the median strip at South Main Streets intersection with Dale Earnhardt Boulevard and its intersection with Walker Street. An example of a welcome sign produced by Brandon Streetscape is located below.

Welcome banners should also be located on the decorative streetlights. An example of this is also located below.

Kannapolis Streetscape

Example of a “Welcome Sign”

Bench and trashcan to be located along South Main Street.
Kannapolis Streetscape

A light post and welcome banner that should line South Main Street
crosswalk
Median strip
Commercial Business Plan

Goal- Business owners form an association to ensure long-term changes in the appearance and types of business located in the commercial corridor.

Goal- Businesses that cater to the needs of the neighborhood line South Main Street.

Goal- Guidelines establish a coherent set of buildings spaced throughout the corridor.

Many of the businesses along South Main Street currently attract customers that pass through the Midway Corridor going to and from work. The Midway Commercial Corridor should change from having many of these types of one-time use businesses, to one that has some of these types of businesses mixed in with ones that meet the needs of the surrounding residential neighborhood.

The majority of buildings in the commercial corridor are kept in good shape. However, some are not and detract from the entire Midway Corridor. This Midway Corridor business owners association would work with the City of Kannapolis to have proactive code enforcement on buildings that are not being maintained to city standards.

To improve the appearance of buildings in the commercial corridor, a special tax service district should be pursued with the generated tax revenue partially designated for facade grants and loans for renovation of commercial buildings.

Building Upkeep

These guidelines are established to help the long-term economic future of the Midway Study Area. The primary goal of the following guidelines is to ensure that each business maintains a clean, historic, and safe appearance. These guidelines will ensure that theme will run throughout the commercial corridor.

Guidelines

1- Buildings made of brick should be kept with the original brick façade and it should not be painted over.

2- Business owners are encouraged to remove any trash or debris in front of their building once a day.

3- Auto repair businesses should move automobiles that need to stay overnight behind the building or leave them in the building.

4- Business owners should work proactively with Kannapolis Code Enforcement to ensure that vacant buildings have basic care given to them, either by the city, property owner, or by the city with the cost being paid by the property owner.
Resident Needs

5- Businesses that benefit the residents of the area should work closely with the neighborhood association to have hours that are convenient to those who live in the surrounding neighborhoods.

6- Lots behind commercial buildings should be free and clear of disabled cars, trash, and other clutter.

Future Development

7- Neighborhood businesses such as an Internet cafe (Kinko’s), day care, adult education center, or cleaners, should be recruited to help the commercial corridor meet the needs of the surrounding residential community.

RESIDENTIAL AREA PLAN

Urban Design

Goal- The commercial corridor is accessible from nearby neighborhoods.

   Sidewalks should be constructed that run along each of the streets in the residential neighborhoods and link into the network of sidewalks in the commercial corridor. These sidewalks will have curbs that connect to the existing drainage system.

Goal- The area is attractive to first-time homeowners who want to move to the Charlotte area.

   To attract first-time homeowners to the residential neighborhoods, the City of Kannapolis should partner with local non-profit organizations to purchase vacant lots for infill development of new homes and purchasing older homes to renovate and resell to low and moderate-income first-time homebuyers.

   The quality of housing stock should also be improved by eliminating additional mobile home units in the study area and all newly built or renovated homes should be wired with high-speed Internet access.

   Programs should also be adopted that allow tax credits to be taken for those who purchase refurbished or new affordable housing.
Social Design

**Goal** - Residents and children of the two neighborhoods that border each other but share no connecting roads interact with each other socially through recreational activities.

Both of the residential neighborhoods of the midway corridor are each located off of South Main Street. The residents of these two neighborhoods are unique in that while many homes share a common back yard border, neither neighborhood shares a common street. This makes it extremely difficult for citizens and children of the two neighborhoods to interact with each other.

To bring social cohesion to the two neighborhoods, the Midway Bike/Walk Path will be established. This path will run between the two neighborhoods and will link to the public park.

The trail will be marked with signs and begin on Walker Street. From there it will turn right onto Bost Street, turn right onto Polo Street, turn right on Bost Street again, then turn left into land that is vacant and runs adjacent to power lines. Once into the other neighborhood, the trail would turn left onto Rankin Street, right onto Aileen Street, right onto Bethpage Road, cross over South Main Street via a crosswalk and turn right on onto the sidewalks in front of the businesses. The path will be a continuous loop that begins and ends at the public park.

**Goal** - A neighborhood association is formed that will bring additional social cohesion between the two neighborhoods with community events.

As the commercial area of the midway corridor begins to attract businesses that meet the needs of the residents in the surrounding neighborhood, a neighborhood association will be crucial in helping to identify businesses that fit these needs.
Park map
Implementation

Pedestrian Safety

Goal: Improved accessibility and pedestrian safety on South Main Street. Benches and trash receptacles located to correspond with strategically placed crosswalks.

The City of Kannapolis should construct a sidewalk with curbs that runs along both sides of South Main Street. These sidewalks should run from the intersection of South Main Street and Dale Earnhardt Boulevard to the intersection of South Main Street and Walker Street.

The City of Kannapolis should install crosswalks that appear to have brick stamping and locate them at the 4 intersections along South Main Street. The city should also purchase metal benches and trash cans to locate at the 4 crosswalks along South Main Street. Along this sidewalk metal light posts should be installed.

Pedestrian warning signs should also be located on both sides of South Main Street to warn drivers about the crosswalks.

Urban Design

Goal- A median with decorative trees is located on South Main Street from the intersection of Dale Earnhardt Boulevard to the intersection of Walker Street.

The City of Kannapolis should remove the turning lane and turn it into a median strip. The City should also purchase trees and plants native to the Kannapolis area to plant in the median.

Goal- Additional paved parking is located central to the corridor on half of the vacant land across from the What-a-Burger. A public park with landscaping, benches, and picnic tables occupies the other half of the vacant land.

The City of Kannapolis should purchase this vacant tract of land. Half of it will be developed into a paved parking lot and the other half into a public park. The City of Kannapolis should landscape this new parking area and park, as well as purchase benches, picnic tables, trash receptacles, and a protective fence to locate along the Norfolk Southern Railroad right-of-way.

Goal- Fifty percent of the businesses along the west side of South Main Street will move parking behind the building.

The City of Kannapolis should encourage businesses along the east side of South Main Street to make adequate improvements to the land behind their building so that it can be used for parking. The City should then install signs telling drivers where to park.
**Goal**- People are aware of the entrance to the corridor by welcome banners and a sign at South Main Streets’ intersection with Dale Earnhardt Boulevard and its intersection with Walker Street.

The City of Kannapolis should install two welcome signs- one facing southbound traffic and one facing northbound traffic that welcomes them into the Midway Corridor. The City should also install welcome banners along the tops of the new light posts.

**Commercial Business Plan**

**Goal**- Business owners form an association to ensure long-term changes in the appearance and types of business located in the commercial corridor.

**Goal**- Businesses that cater to the needs of the neighborhood line South Main Street.

**Goal**- Guidelines establish a coherent set of buildings spaced throughout the corridor.

The City of Kannapolis should encourage business owners in the Midway Corridor to establish a Midway Business Owners Association that will enforce the plan guidelines.

To improve the appearance of buildings in the commercial corridor, a special tax service district should be pursued with the generated tax revenue partially designated for facade grants and loans for renovation of commercial buildings.

**Residential Area Plan**

**Urban Design**

**Goal**- The commercial corridor is accessible from nearby neighborhoods.

The City of Kannapolis will construct sidewalks along each of the streets in the residential neighborhoods. These sidewalks will link into the network of sidewalks in the commercial corridor.

**Goal**- The area is attractive to first-time homeowners who want to move to the Charlotte area.

The City of Kannapolis should partner with local non-profit organizations to purchase vacant lots for infill development of new homes and purchasing older homes to renovate and resell to low and moderate-income first-time homebuyers. The quality of housing stock should also be improved by eliminating additional mobile home units in the study area and all newly built or renovated homes should be wired with high-speed Internet access.
Social Design

**Goal-** Residents and children of the two neighborhoods that border each other but share no connecting roads interact with each other socially through recreational activities.

   The City of Kannapolis should officially adopt and designate the Midway Bike/Walk Path. The path should be officially marked with signs and benches should be placed at points along the path.

**Goal-** A neighborhood association is formed that will bring additional social cohesion between the two neighborhoods with community events.

   The City of Kannapolis should encourage local residents to form a neighborhood association that will organize community event and work closely with the business owners association to ensure that the businesses meet the needs of the neighborhood.
Bibliography

City of Kannapolis Code and Zoning Ordinances

2000 United States Census