

Building a Village Center and Creating Intentional Growth in the Village of Marvin

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CPNI | NCGrowth & SmartUp

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Workshop Presentation | Marvin, NC

About NCGrowth & SmartUp

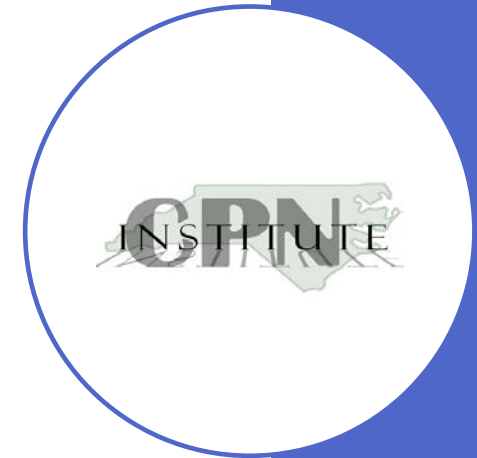
NCGrowth is a university center that helps businesses and communities create good jobs and equitable opportunities through applied research and technical assistance.

Since 2012, NCGrowth has helped to create hundreds of jobs and worked with more than a hundred clients.

SmartUp builds off of NCGrowth's model to transform communities by supporting businesses committed to local hiring. SmartUp provides consulting services to our business partners for 2 years and hosts networking events and workshops in coordination with local government and other resource providers to further strengthen the entire business community.

About CPNI

Construction Professionals Network Institute, Inc. (CPNI) is a non-profit initiative focusing on construction industry related projects and community service throughout the State of North Carolina. CPN of North Carolina, Inc., a non-profit construction industry membership organization, founded CPN Institute in 2006 to expand its mission of service to the construction industry and provide assistance to communities throughout North Carolina. The CPN Institute was incorporated as a non-profit 501(c)(3) corporation in 2011 to focus on education and community service.



Agenda

- 1 Project Goals
- 2 Workshop Recap
- 3 Lessons from Case Studies
- 4 Project Recommendations

Project Goals

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Conduct

- A two-day workshop with representative from Marvin
- A follow-up presentation to highlight report recommendations

Provide

- A preliminary research memo
- A detailed recommendation report based on initial workshop discussions

Project Process

- Report Process:
 - Follow-Up discussions with Design Team
 - Case Study Analysis
 - Report writing and background research





Workshop Recap

Virtual Workshop

Two-day workshop held on zoom

Virtual town tour

Workshop themes & discussion:

- Goal of creating a Village Center
- Desire for public gathering space
- Mixed-use commercial space
- Enhance character of Marvin
- Provide services
- Traffic

A photograph of several horses running across a lush green field. In the background, there is a dense line of trees under a cloudy sky. The text "Lessons from Case Studies" is overlaid in the center in a large, white, bold font.

Lessons from Case Studies

Appearance: Pinehurst, NC

- A small community that integrated churches and residential with a compact city center.





Appearance: Valle Crucis, NC

- Valle Crucis, NC, is home to the original Mast General Store which provides a unique shopping experience as well as a gathering place to listen to music.



Appearance: St. James, NC

- St. James, NC, designed a building with the dual purpose of housing the town hall as well as a community center.

Appearance: Batesville, VA

- Batesville, VA turned a historic rural market into an upscale country shop, farm to table restaurant, and music venue.



Appearance: Bath, NC

- Bath, NC, is home to specialty shops in a low-density setting.





Appearance: Corolla, NC

Finally, Corolla, NC, presents an example of space development with an emphasis on walkability.



Development: Davidson, NC

- Combined smart-growth and new urbanist principles to:
 - Preserve small-town character
 - Address development pressure from Charlotte's rapid growth
- Davidson revitalized existing buildings
- Incorporated a variety of housing types in new neighborhoods to include affordable housing and parks within walking distance.

Development: Hillsborough, NC

- Hillsborough approached economic development by leveraging annexation:
 - rely on the annexation and permit review processes to facilitate development that aligned with the community's values
 - Residential development often results in a net loss for municipalities
 - A strategic plan focused on maintaining a diverse tax base within the town

Equity & Inclusion: Brevard, NC

- The local economic development commission suggested that they create a network of retirees to help businesses thrive and expand.
- Retiree Resource Network includes nearly 70 retired business people who provide free consulting and advising services to local business owners in Brevard and Transylvania County

A photograph of a garden with several raised wooden beds containing various plants. In the background, there is a dense line of green trees under a blue sky with white clouds. The word "Recommendations" is overlaid in large white text.

Recommendations

How to Meet Village Center Goals



Plan for the Future:
Strategic Planning



Community & Economic
Development



Foster Stakeholder
Engagement

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Village Center: “Village Hall” Location Options

- Leverage existing centrality of the churches
 - Locate in between the two churches
 - Lease space in the Methodist church
- Leverage new development on either side of the churches
 - West of the two churches near office space
 - East of the two churches near more retail and restaurants
- Leverage historic buildings
 - Near the historic general store

Village Center: Design

- Set the village center boundaries
 - Could consider a special zoning district
 - Prevents spill-over of commercial activity
- Small, “pod”-like development
 - Cluster buildings together, surrounded by open space
- Walkability, greenspace, and connectivity
 - Connects the four corners of the village center
- Village green areas
 - Open for leisure, events, etc.

Village Center: Built Assets

Historic
District
Designation

Churches

Compatible
Building
Uses

Public
Gathering
Space

Marvin Efir
Park

New Town
Road

Address Traffic on New Town Road

- Include traffic in the strategic planning and design process
- Short- and Middle-term options should bring together:
 - Streetscaping
 - Pedestrian circulation
 - Traffic calming measures

Marvin Ebird Park: Selling vs. preserving

- Approximately 1.7 miles from proposed village center
- Selling the park
 - Could be a dedicated fund for greenspace in the village center
 - Already disconnected from the village
 - Could fund a land lease
 - An adjacent 5.43-acre parcel is currently priced at \$475K
- Preserving the park
 - Secures existing land, which is scarce in the area
 - Could connect the park to surrounding neighborhoods

Dedicate Public Gathering Space

- Greenspace as community space
 - Marvin Eford Park disconnected from the town
 - Important for residents to have a space for music, food trucks, or a farmer's market that they could easily access
 - Continue to enhance the sense of community in the Village

Create Historic Designations

- Consider creating
 - a historic district
 - a plan for adaptive reuse
 - a historic district organization to work together with the Village Center efforts

Work with the Churches

- Continue to engage with the Methodist and Presbyterian churches to potentially acquire or lease those properties.
- Potential Uses for church properties:
 - Village Hall
 - Farm-to-Table Restaurant
 - Open spaces

Plan for Compatible Building Uses

- Determine potential uses for existing buildings and tie in uses with the strategic plan and land-use plans.
- Adopt mixed uses for the village center that are low-traffic generators.
- Adopt a general strategy of locating offices on the west end and retail on the east end.

Thank you!

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