





FOCUS AREAS

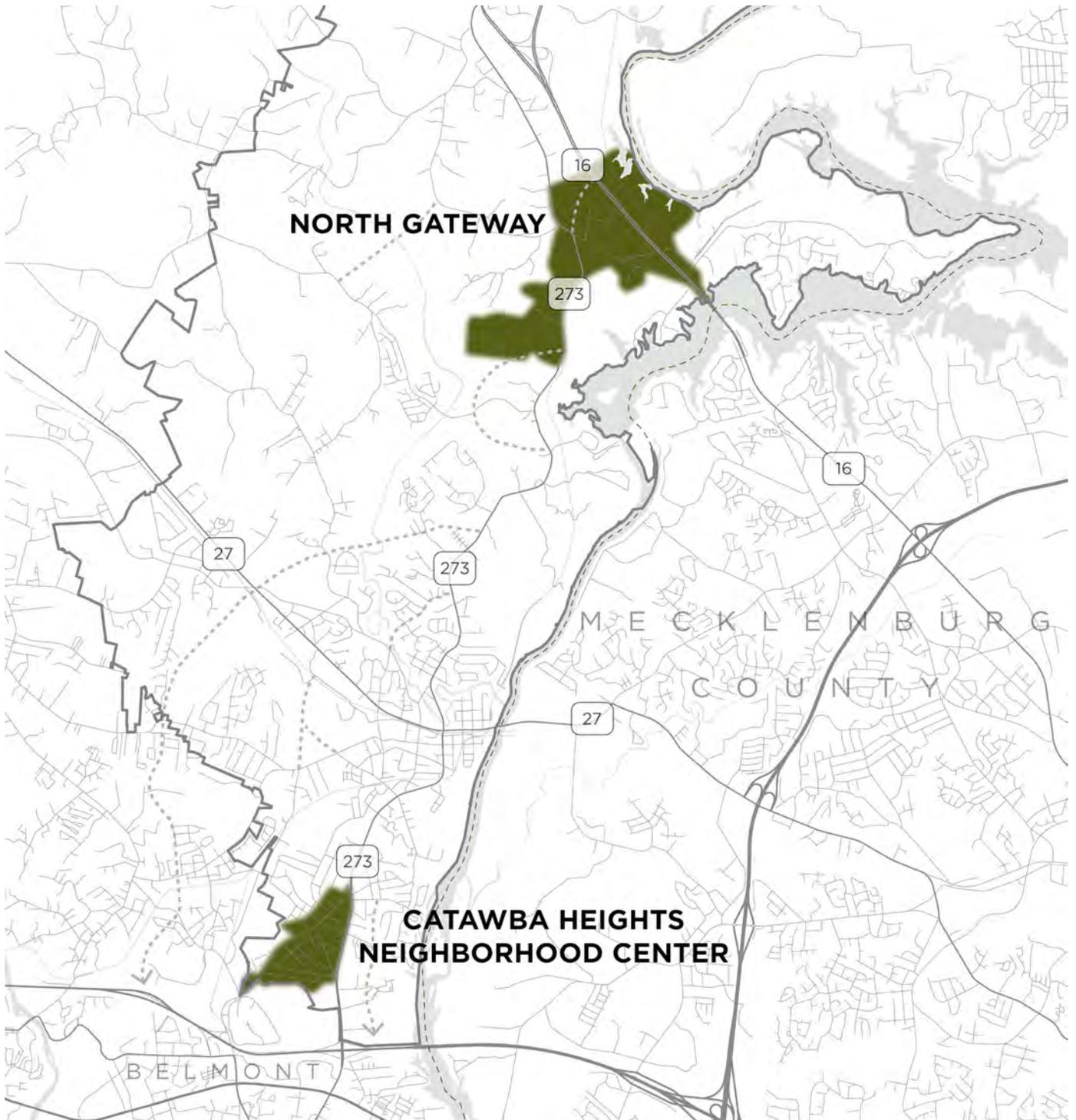
Two locations have been identified for land use focus area concepts to show how potential development patterns in these locations can align land use, economic development, transportation, and design in ways that are supportive of community vision and goals.

- North Gateway
- Catawba Heights Neighborhood Center

FOCUS AREAS

This section provides an overview of the focus area development process, highlights the existing characteristics for each focus area, and showcases a potential concept for each.

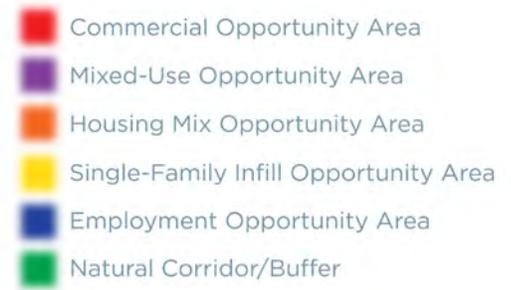
The locations of each focus area are shown on the map below:



Initial concepts for the focus areas were developed through the Plan Mount Holly Steering Committee and the City of Mount Holly. Those concepts were then refined and showcased to the public via Metroquest Survey #2.

For each focus area, two development alternatives were presented in the survey. A preferred concept for each location was created based on that feedback and other considerations.

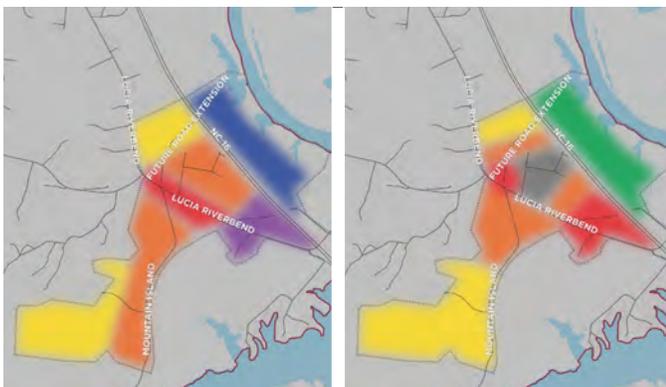
Participants were given information about existing conditions, strengths and challenges, and two alternatives. Participants rated each alternative on a scale of 1 to 5 and provided an optional comment. The alternatives, results from the survey, and key takeaways are highlighted below.



NORTH GATEWAY

Alternative A

Alternative B



2.50

Stars



3.88

Stars

Key Takeaways

A blended alternative is preferred that includes more single-family residential in the southern portion of the focus area. North of NC 16, opinions were mixed but a preferred option could include a mix of employment uses with greenspace near the river. The new connection to NC 16 should be shown, with the intent to develop the adjacent areas as a commercial node. Future multifamily housing needs to be balanced with demand and available infrastructure.

CATAWBA HEIGHTS

Alternative A

Alternative B



3.10

Stars



3.19

Stars

Key Takeaways

The preferred option would blend characteristics of the two alternatives and fully leverage future light rail should it be extended to the Belmont area. This preferred option also would take into account the planned hospital. This focus area is envisioned to include a gateway node and neighborhood-scale commercial uses along the main corridors and more diverse (types, styles, and prices) of housing. Future changes would need to be coordinated with transportation improvements, where appropriate.

NORTH GATEWAY CENTER

DESCRIPTION

The North Gateway area is largely underdeveloped and undeveloped at this time. Existing land use is largely rural residential in character, with a few smaller warehouse/industrial properties. With the largely blank slate, proximity to NC 16, and connections to Mountain Island Lake, this area has a lot of potential for future growth as a gateway center with a mix of uses.

SIZE

- Approximately 1,000 acres

NOTABLE PLACES

- Mountain Island Charter School
- Mount Holly Fire Department Station 3

STRENGTHS

- Greenfield development opportunities along the fast-growing NC 16 corridor
- Potential to capitalize on regional growth momentum and close the gap between development in eastern Lincoln County and northwestern Charlotte
- Transportation infrastructure (existing and potential) that supports a wide range of uses
- Large parcels support integrated development patterns at a scale attractive to larger-scale developers

KEY CORRIDORS

- Lucia Riverbend Highway
- Mountain Island Highway
- NC 16

NOTABLE FEATURES

- Railroad
- Utility Easements
- Open Space

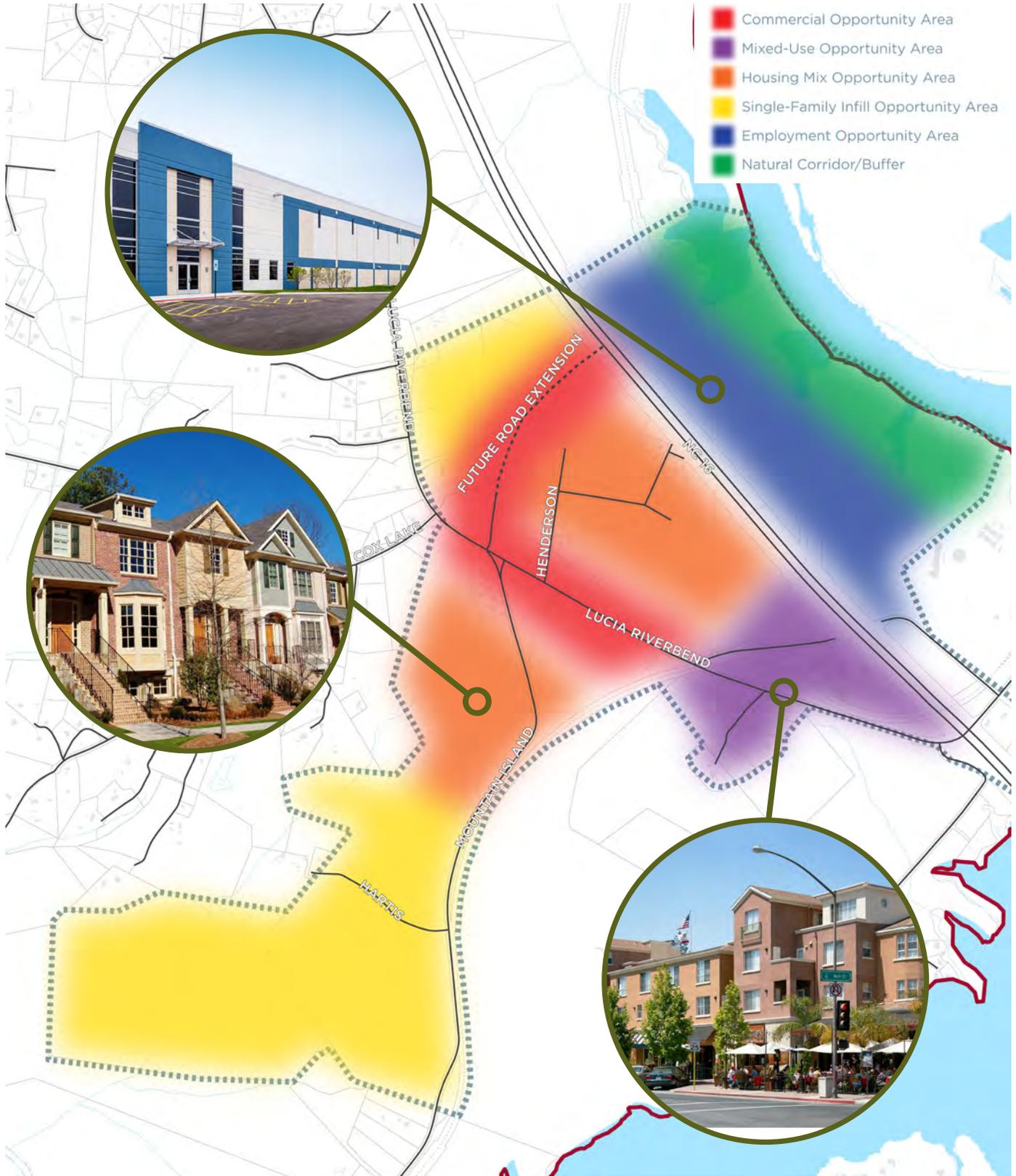
CHALLENGES

- Competition from nearby growth nodes (River Bend, eastern Lincoln County) could divert opportunity from this node in the short term
- Growth patterns in the region suggest this is a longer-term hold for development
- Natural and manmade constraints need consideration

CONCEPT OVERVIEW *(map on adjacent page)*

The two concepts presented to the public differed in the mix of housing and what to recommend along NC 16. The preferred concept shifts the preferred use in the southern portion of the focus areas to single-family residential. An activity node is recommended near a potential future road extension and new interchange on NC 16. A mixed-use gateway opportunity area, commercial corridors, and an employment center near the Catawba River are defining features.

NORTH GATEWAY CONCEPT MAP



CATAWBA HEIGHTS NEIGHBORHOOD CENTER

DESCRIPTION

Catawba Heights is an established and historic area within the City of Mount Holly. The area is the wedge between Belmont-Mt Holly Road and Beatty Drive, and is characterized by a mix of older homes, community spaces, and some small business along connector roads. There's opportunity here to create a smaller gateway area from the south. Additionally, there are infill housing and multi-family housing opportunities within the neighborhood.

SIZE

- Approximately 300 acres

NOTABLE PLACES

- Catawba Heights Neighborhood
- Churches: Catawba Heights; Crossroads
- Apartments: Twin Oaks; Chelsea; Residence at Belmont

STRENGTHS

- Potential to capitalize on growth momentum driven by access and proximity to I-85/273 corridors
- Proximity to Belmont Abbey area and proposed CaroMont medical center
- Potential to leverage established neighborhoods and the growing Belmont-Mount Holly Road corridor
- Proximity to planned regional light rail station (Belmont)

KEY CORRIDORS

- Belmont Mount Holly Road
- Beatty Drive (Highway 273)

NOTABLE FEATURES

- Adjacent to Belmont Abbey College
- Near the South Gateway Center
- Near planned light rail service in Belmont

CHALLENGES

- Established neighborhood would require assembling properties into reasonably sized development pads
- National/chain retailers would likely seek more visible locations with development-ready sites
- Achievable commercial rents along the Belmont Mt Holly Road corridor may be too low to support new construction
- Likely would be slow to show impactful change in the short term, even with policy changes that support greater intensity or infill development

CONCEPT OVERVIEW (map on adjacent page)

The two concepts presented to the public differed in how commercial uses and new housing would be introduced to the area. The preferred concept blends the characteristics of the two. The concept includes a mixed-use gateway opportunity near the planned light rail station, encourages neighborhood-scale commercial uses along the major corridors, and seeks to increase the type, style, and prices of housing in the future.

CATAWBA HEIGHTS CONCEPT MAP

