

TOWN OF WAXHAW

2025 Downtown Master Plan



BOUDREAUX

THOMAS
HUTTON

ARNETT MULDROW

DOWN
TOWN
Waxhaw

ACKNOWLEDGEMENTS

The Town of Waxhaw is blessed to have a group of elected leaders and community leaders who care deeply for the future of downtown. Throughout the master planning process, these residents provided invaluable input for what they want downtown to be in the future. In addition, the town is blessed to have a downtown that is thriving with a growing demand for new businesses and new places to expand these businesses. Success, however, has its challenges. Preserving the historic charm of downtown while welcoming new development, increased traffic and parking needs, and pedestrian access and safety are concerns shared by many residents and business owners. This master plan provides a roadmap and implementation framework for strategic and phased investments and actions to address these concerns and bring ideas to life while continuing the journey to attain and sustain Downtown Waxhaw's vision.

Shepherding this master plan was an honor for our team, and we are thankful for each person who participated and provided their ideas.

Thank you for this opportunity.

Respectfully submitted,

The BOUDREAUX Planning Team

The BOUDREAUX Planning Team

BOUDREAUX

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ACKNOWLEDGEMENTS

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Commissioner Jason Hall

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Kat Richardson
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The Downtown Master Plan is an opportunity to put pen to paper and describe a vision for the future of Waxhaw's economic engine, our Historic Downtown. For many years, the town leadership has worked to revitalize our Downtown to create something that residents and visitors alike can appreciate and enjoy. Now it is time to consider what should be next. There are several areas of opportunity around our Downtown. The master plan gives us a chance to share a vision with the public in the hopes of creating a detailed plan through community collaboration that can capitalize on these opportunities.

This plan is not fixed in stone. It is intended as an outline, a conversation starter. A conversation that must include the community and our local business partners as we look to the future. Having this plan can help us all think long-term about what investments should be made and where they should be made as we work towards a singular vision that will preserve the economic vitality of Waxhaw.

Robert Murray

Mayor, Town of Waxhaw





The idea of the Downtown Master Plan was born in August 2023 from a strategic planning session with the Downtown Waxhaw Association Board and North Carolina's Main Street Team. At the time, downtown was experiencing great momentum – a newly created nonprofit organization to support small businesses and promote the downtown district, continued low vacancy rates, and a growing number of yearly downtown visitors. The DWA Board discussed needing a long-term goal and vision for downtown, something the community could support and something that could guide growth over the next 10 years.

I'm excited to say this Downtown Master Plan is everything we dreamed up two years ago. With robust community support – from downtown business and property owners, Waxhaw residents, downtown shoppers, and even our youngest visitors – this plan was created by and with the Waxhaw community. This plan gives us a roadmap for how Waxhaw wants to see downtown evolve over the next 5-10 years. It gives us guiding principles for how to measure the value of downtown projects, ensuring that what comes to downtown adds value and contributes to our small-town character and charm. I hope when you read this, you see yourself and your suggestions in the plan.

Now that the plan is completed, the fun begins! The DWA is a committed partner with Town of Waxhaw in preserving downtown, and we can't wait to begin ticking away at goals and strategies that we created together. If you want to be involved in bringing this vision to life, please join one of our Downtown Action Teams and learn more at DowntownWaxhaw.com.

Ashley Nowell, Town of Waxhaw Business Development Director, Downtown Waxhaw Association Executive Director





The Downtown Waxhaw Association is excited about the Downtown Master Plan. The plan is the result of input from over 500 residents of all ages in focus groups, surveys and public meetings. Waxhaw is blessed with a historic downtown and small-town charm. What we learned from our residents is that we need to continue to connect the past, present and future of our downtown to preserve its character for our community. All the ideas in the plan came from residents, business owners and town leaders, representing the collective vision of Waxhaw's people.

The Downtown Master Plan is a roadmap for the next five to ten years on how public/private partnerships can work together to preserve Waxhaw's unique character with the growth that is happening around the town. The plan outlines how we can strengthen our locally-driven small business economy and preserve the charm of our historic downtown. The plan addresses connectivity of parks and public spaces, including walkability, safety and parking. Having this plan in place provides intentional direction for town leaders, local businesses, property owners and most importantly, our townspeople.

Please review the plan and consider how each of us can contribute to the quality of life we all enjoy in Downtown Waxhaw.

Dan Garrett

Downtown Waxhaw Association Board Chair



DOWNTOWN MASTER PLAN PURPOSE

A master plan is a detailed roadmap for how an area can develop and improve over a specific time period. The master plan may recommend physical improvements, such as streetscapes, parks, rehabilitation of historic properties or updated infrastructure. The master plan may recommend ways to improve the economic prosperity through business recruitment strategies, market research data, and public private partnerships. The master plan also may recommend updates to management and organizational frameworks to ensure the successful and sustain implementation of plan recommendations.

One thing is certain: There is no one thing, no silver bullet to improve the trajectory of a downtown, town or city. Downtowns are complex ecosystems - not just shopping, not just dining, not just historic buildings, not just parks, public arts and events. Downtowns are all of these things in addition to the civic framework and the important work of balancing the needs and desires of those who live and work there with the hopes of those who visit. Prosperity depends on a comprehensive approach to keeping each ecosystem strong, relevant and authentic.

Therefore, this master plan addresses the combination of downtown ecosystems: retail and entertainment, real estate development, historic preservation, third places (where people gather), traffic, parking, and connectivity. Each of these ecosystems plays a vital role in sustaining Downtown Waxhaw.

This master plan provides a ten-year roadmap with recommendations to be implemented or begun for each ecosystem in downtown (not the entire Town of Waxhaw). Some recommendations can be implemented easily over the next year. Some will take years of necessary planning (design, funding, partnerships) to implement.

Successful master plans are created on a solid foundation of broad community input. Since the master plan kickoff, the Downtown Waxhaw Association has invited and welcomed community input through a series of public meetings, stakeholder focus groups, an online community survey (promoted through social media, downtown businesses, the Kaleidoscope Festival, the library and through the community), a pop event at the Kaleidoscope Festival, and a presentation to the Board of Commissioners. The draft master plan was available online for public comment.

The Waxhaw Downtown Master Plan was laser-focused on two goals for the next ten years.

1. identifying areas for development and redevelopment to support new local businesses, and
2. improving the experience of getting to and being downtown.

DOWNTOWN MASTER PLAN PURPOSE

Identifying areas for development and redevelopment to support new local businesses

Based on current market and retail analysis and data, the master plan recommends the types of businesses needed (retail leakage) and the amount of new retail square footage downtown can support. With this data and an understanding of existing available property (both town owned and private sector), the master plan recommends and illustrates how the town and the private sector can begin to meet the retail needs and opportunities. With 100% occupancy of downtown properties, new development is required if downtown wants to continue to be a vibrant destination for its residents (first and foremost) and visitors (within Union County, the Charlotte MSA and the greater region North Carolina and South Carolina). Expanding retail and entertainment opportunities in downtown will diversify the tax base while meeting community needs.

Improving the experience of getting to and being downtown

The Town of Waxhaw has, over the past few years, identified and supported several transportation projects to improve traffic flow around and through downtown. These projects are at various stages: implemented, designed, waiting on funding, or conceptual. This master plan recommends connections to these projects (completed or future) that can improve the experience of getting to and from downtown. Many of the recommendations focus on improved pedestrian/bike connections, which will alleviate some of the vehicular traffic and provide desired and enjoyable paths for residents to access downtown. This master plan addresses options for improving parking in concert with retail development. The plan also recommends new third places and improved pedestrian connections to existing third places (such as Downtown Park), all of which will **elevate the experience of being downtown.**



DOWNTOWN MASTER PLAN PURPOSE

Third Places in Downtown Waxhaw

As defined by Ray Oldenburg in his seminal book, *The Great Good Place* (1989), “Third places are important for civil society, democracy, civic engagement, and establishing feelings of a sense of place.” Oldenburg calls one’s “first place” the home – where one lives. The “second place” is the workplace – where people may actually spend most of their time. Third places, then, are “anchors” of community life and facilitate and foster broader, more creative interaction. In modern times, people intentionally seek out these informal meeting places.

This plan places a significant value on creating a variety of Third Places. Third places are important to the health and sustainability of a vibrant downtown for they become the places where people come together as a community and are the places that endear downtown to those who live and work in Waxhaw and those who visit Waxhaw. Third places help us create memories and build connections.

Waxhaw has several third places that were noted by residents: Downtown Park, Overhead Bridge, Water Tank Park, Mary O’Neill’s Irish Pub, Provisions, Waxhaw Creamery, Middle James, and Waxhaw Sk8Park... to name a few. Third places can be businesses where people gather for coffee, a meal or drink. They can be outdoor spaces where people meet to play, sit and talk, and enjoy an ice cream cone.

The Downtown Master Plan identifies opportunities to provide more third places and ways to connect all third places. Third places bolster the local economy and enhance the reasons people want to be downtown.

This master plan recommends a phased approach to implementation over the next ten years. As Mayor Murray stated, “This is an aspirational plan.” Yes, it is. It is, most importantly, an **achievable master plan** and one built on broad community input. ***The Downtown Waxhaw Master Plan is a roadmap to begin an important journey and to reach numerous destinations.*** Bottom line: this master plan is meant to guide the implementation of projects to elevate prosperity, vitality and opportunities while honoring the history and historic character of Downtown Waxhaw.

The journey has been planned. ***Begin.***



INTRODUCTION

Downtown Waxhaw is the heart of a community that is both historic and growing. Once known primarily as an antique hub, the downtown district has evolved into a vibrant destination for dining, local retail, and community events. However, with its remarkable transformation, the town faces new challenges: a constrained street network, increasing development pressure, limited parking, and demand for both preservation and progress.

The Town of Waxhaw initiated this Downtown Master Plan to respond to these dynamics with intention and care. This plan offers a community-driven path for Downtown's future that honors its character, embraces its role as the civic and economic core of the town, and ensures future decisions are coordinated, equitable, and strategic.

The Downtown Waxhaw Master Plan establishes a framework to support downtown's continued evolution over the next decade. It identifies priorities for infrastructure investment, infill development opportunities, placemaking, policy changes, and public-private collaboration. Above all, it reflects the values and aspirations of the Waxhaw community, as gathered through robust public engagement and guided by clear planning principles.

SCOPE

The Downtown Master Plan provides a visionary yet practical roadmap and living tool for Downtown Waxhaw that informs capital investments, policy and regulatory updates, strategic partnerships, and fuels the ongoing work of the Downtown Waxhaw Association, the Town of Waxhaw, and their partners over the next 10+ years. The plan addresses three critical items:

- ***How and where to create commercial square footage in Downtown;***
- ***How and where to provide parking for Downtown; and***
- ***How to connect people to places and one another in Downtown.***

PROCESS

January 8, 2025 – Project Kickoff

March 24–26, 2025 – Downtown Master Plan Charrette

- 6 Focus Groups
- 3 Public Meetings (including Board of Commissioners discussion)
- Nighttime Walkabout
- 3 Stakeholder Interviews
- Site Analysis Activities
- Steering Committee Meeting

April 16 – May 31, 2025 – Community Survey Open

May 10, 2025 – Kaleidoscope Festival Pop-Up Engagement

June 23, 2025 – Steering Committee Meeting and 2 Additional Focus Groups

August 12, 2025 – Joint Work Session with Downtown Waxhaw Association Board and Board of Commissioners

VISION

Through every conversation, from pop-up post-it notes to stakeholder roundtables, the same theme emerged: people love Downtown Waxhaw. They love it not for flash or fanfare, but for the things that give it soul: the historic charm, the local, handmade feel, the places to connect, and the balance of small-town warmth and big-hearted ambition.

The Downtown Waxhaw Association (DWA) vision captures this spirit, which drives the work of the Downtown Master Plan.

The DWA vision serves as more than a mantra. It calls the community to action, guides every investment, and forms the foundation for each decision the Town will make about Downtown's future. The vision recognizes Waxhaw already offers something special, and success depends not on becoming somewhere else, but on embracing and enhancing what makes Waxhaw unique.

The vision guides what comes next. The Downtown Master plan recommendations bring this vision to life, strengthen Waxhaw's identity, expand opportunity, and build on the community's creativity, values, and pride. From new infill development and expanded pedestrian networks to stronger design standards and reimagined public spaces, each strategy affirms the belief that Downtown Waxhaw should remain the heart of the town as a place to gather, grow, feel inspired, and to belong.

Downtown Waxhaw Association Vision

Downtown Waxhaw, with its small-town charm, is the cultural and economic center of the community. It is the **premier destination** in Union County to **experience genuine craftsmanship, create shared memories, and build economic opportunities.**

Each master plan recommendation has an explicit purpose:
***attain and sustain
Downtown Waxhaw's vision.***

GUIDING PRINCIPLES

The Master Plan Guiding Principles, shaped by extensive public engagement, are the foundation for the recommendations in this Master Plan and provide a framework to guide decision-making over time.

While the plan outlines specific strategies and actions, it cannot anticipate every scenario or opportunity. In those moments, these guiding principles help Town leaders, staff, and community partners focus on what matters most to Waxhaw residents as they guide the continued development and character of downtown.



- 1. Preserve Waxhaw's Small-Town Charm and Scale***
- 2. Foster a Pleasant and Navigable Downtown Experience***
- 3. Create Spaces for All Ages to Play, Explore, and Connect***
- 4. Strengthen Downtown as a Vibrant, Social, and Local Destination***
- 5. Grow Thoughtfully and Equitably with Community at the Center***

GUIDING PRINCIPLES

1. Preserve Waxhaw's Small-Town Charm and Scale

Downtown Waxhaw's history, scale, and visual character are central to its identity and appeal. Residents consistently emphasized the importance of keeping the community authentic, avoiding over-commercialization, and celebrating local landmarks, public art, and heritage features like the green space and large trees, overhead bridge and water tank.

Key Community Priorities:

- Maintain Downtown Waxhaw's historic and small-town aesthetic
- Align projects, including infill and transportation projects, with preserving historic assets and protecting the core of Downtown Waxhaw
- Celebrate and enhance historic and artistic elements (historic properties, murals, art walk)
- Encourage opportunity for locally owned businesses to open and thrive
- Improve and protect Waxhaw's gateways, streetscapes, and natural features, including open green space and large trees

2. Foster a Pleasant and Navigable Downtown Experience

Promote ease of mobility in all forms (driving, parking, walking, biking, or using a shuttle). The community wants better traffic flow, safer crossings, and more transportation options to reduce congestion and promote walkability in downtown.

Key Community Priorities:

- Elevate the Downtown Waxhaw brand with more strategic wayfinding signage to direct locals and visitors to parking and downtown's offerings and assets
- Provide more parking downtown (including decks and event parking)
- Improve traffic flow with targeted road improvements and opportunities to redirect pass-through traffic around downtown, particularly transport trucks
- Expand accessibility through sidewalks, bike lanes, greenways, and bike racks
- Elevate the number and visibility (make unique) of pedestrian crosswalks throughout downtown to improve safety and accessibility

GUIDING PRINCIPLES

3. Create Spaces for All Ages to Play, Explore, and Connect

Parks, recreation, and interactive experiences are essential to community life. Residents want more places for families, young children, teens, and adults to gather, be active, build community, and have fun.

Key Community Priorities:

- Develop new spaces, both public and privately owned, for active recreation, available to all age groups
- Provide or support community gathering places such as dog parks, splash pads, bike trails, performing arts and music venues, pottery studios, and other entertainment venues
- Support family-friendly and teen-friendly indoor recreation options
- Prioritize outdoor fun, adventure play, and green public spaces downtown

4. Strengthen Downtown as a Vibrant, Social, and Local Destination

Residents love Waxhaw's restaurants, events, and shops and want more of them. Places for live music, performing arts, nightlife, and festivals, as well as intimate local gathering places and businesses will provide critical synergy to make downtown a year-round destination.

Key Community Priorities:

- Support walkable, family-friendly entertainment uses
- Encourage diverse restaurants, cafés, and unique shops
- Activate the evenings with live music and performing arts, extended shopping hours, and art

5. Grow Thoughtfully and Equitably with Community at the Center

Residents want growth that is inclusive, beautiful, and community oriented. Residents also want more businesses within the downtown footprint, which will require thoughtful planning, accessible infrastructure, and transparent decision-making.

Key Community Priorities:

- Create opportunities and places for additional local businesses to thrive
- Invest in infrastructure (fix potholes, enhance gateways, incorporate native landscaping)
- Plan for growth that supports walkability, affordability, and livability
- Ensure accessibility for all ages and abilities
- Foster open and consistent community input and avoid inequitable decision-making



DOWN TOWN *Waxhaw*

EXISTING CONDITIONS

EXISTING CONDITIONS

The map on the following page provides a foundation for identifying opportunities to expand Downtown Waxhaw's commercial footprint, strategically locate parking, and strengthen connections. The analysis focuses on areas within and adjacent to the Main Street boundary, highlighting existing development, entitled projects, planned infrastructure, and infill potential.

This spatial understanding builds on the market analysis, which demonstrates Waxhaw's capacity to support over 330,000 square feet of additional retail space. While demand remains strong, public input emphasized that new development must respect Waxhaw's small-town character and walkable scale.

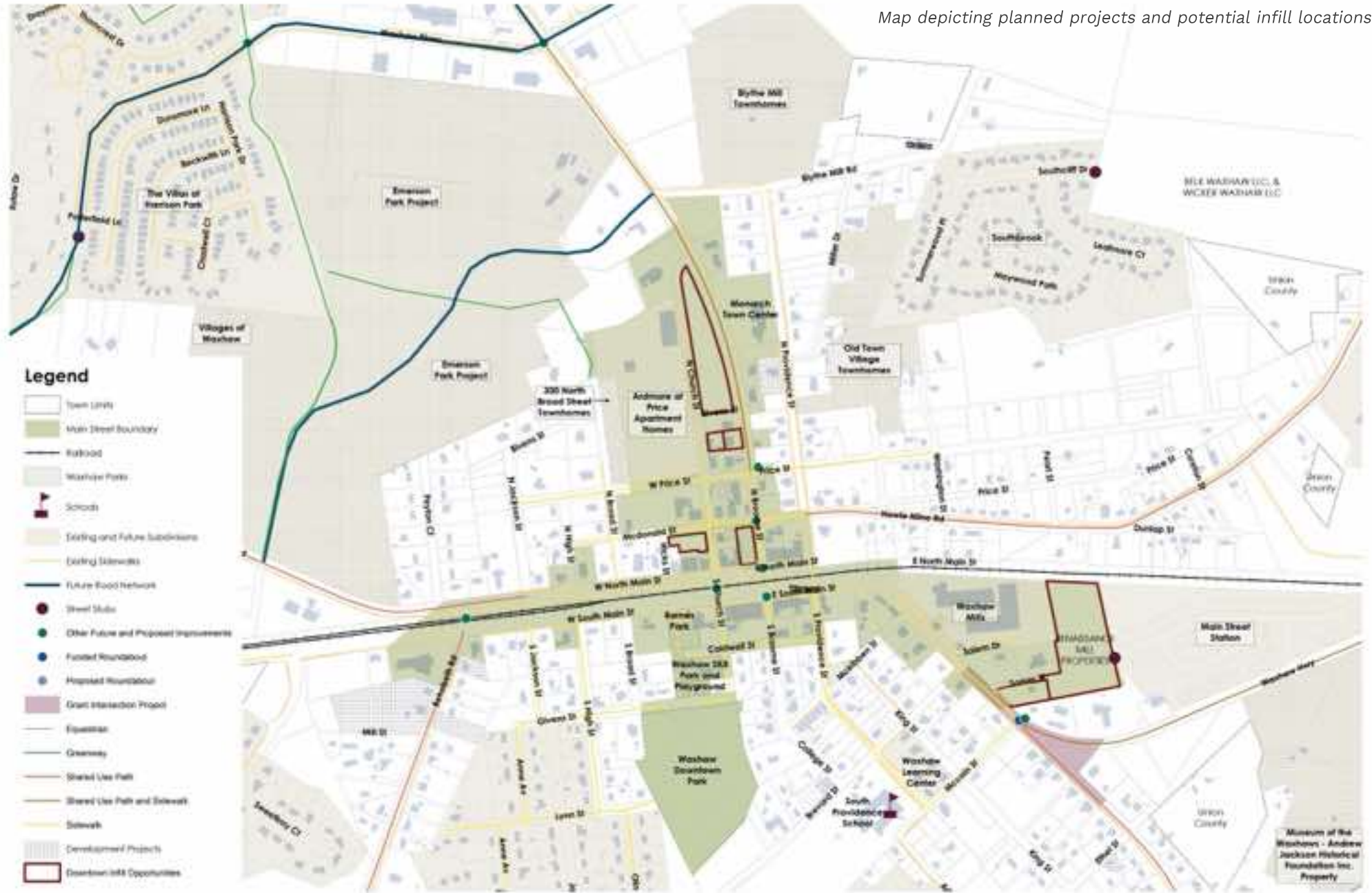
Traffic congestion emerged as the community's greatest concern. While this plan alone cannot solve congestion, it recommends practical steps to improve pedestrian safety, accessibility, and visibility. In coordination with the Town's Master Transportation Plan and Safety Action Plan, these improvements reflect Waxhaw's commitment to enhancing both vehicular and pedestrian safety.

Given this context, the analysis identifies town-owned parcels and underutilized properties with realistic infill or redevelopment potential aligned with downtown's character. These include sites near the core commercial area and along key corridors such as Highway 16 and North and South Main Streets. Planned sidewalk extensions, roundabouts, and greenway connections will enhance site accessibility, while nearby residential growth underscores the need to prepare for increased foot traffic and local demand.



EXISTING CONDITIONS

Map depicting planned projects and potential infill locations



PROJECTS UNDERWAY

This Downtown Master Plan recognizes and builds upon public projects already underway or planned by the Town during the preparation of this report. These initiatives, including infrastructure improvements, park enhancements, roadway projects, and utility upgrades, represent critical investments that shape the context for future growth. By acknowledging these efforts, the Master Plan ensures that its recommendations are coordinated with ongoing commitments and reflect a realistic path forward for Downtown Waxhaw. Projects planned or underway during Master Plan development include:

- **Road Extensions and Connectivity Improvements:** Waxhaw Parkway and related corridor upgrades to help relieve downtown traffic.
- **Roundabouts and Intersection Upgrades:** New roundabouts at key NC 75/Providence Road intersections, plus signal and turn lane projects to improve traffic flow and safety.
- **Sidewalk and Pedestrian Enhancements:** Multiple projects adding or upgrading sidewalks along Broome Street; completing missing sidewalk segments or extending existing sidewalks; crosswalk and pedestrian beacon installations.
- **Transportation Safety Action Plan:** The town is working through a collaborative process focused on identifying high-risk areas and intervention strategies to improve traffic and pedestrian safety.
- **Downtown Street and Streetscape Improvements:** Replacement of downtown streetlights, new handrails, overhead utility line burial (strategic locations), and small public space/streetscape amenities (shade, seating, landscaping).
- **Parking and Access Projects:** Expanded on-street and off-street parking utilizing existing right-of-way were feasible; Downtown Park phases, restroom replacements, trail and greenway segments (including 12-Mile Greenway, Sonny Way Greenway, Serpentine Walk, and Town Creek Park connections) that strengthen downtown's role as a community hub.
- **Targeted Water and Sewer Improvements:** Water and sewer line improvements throughout downtown core including along North Main Street businesses.



Pedestrian improvements have been a priority for the Town of Waxhaw and remain a critical component of the Downtown Master Plan



**DOWN
TOWN**
Waxhaw

**PUBLIC
ENGAGEMENT**

PUBLIC ENGAGEMENT

People who know Waxhaw best shaped this plan. Through a wide range of creative and inclusive activities, residents, students, business owners, and community leaders shared their ideas, priorities, and hopes for Downtown's future.

March 24–26, 2025: Master Plan Charrette

The public engagement process began with a three-day charrette that brought together Town staff, elected officials, stakeholders, and the BOUDREAUX team. The team hosted the charrette in Downtown Waxhaw and led stakeholder interviews, walking tours, focus groups, public drop-ins, and a Town Council work session.

Team members also visited Cuthbertson Middle School to hear directly from students. The charrette concluded with a public presentation of initial concepts at Middle James Brewing Co. The process continued with additional outreach and focus groups in the following months to strengthen the foundation laid during the charrette.

Additional Focus Groups

On June 23, 2025, the Town hosted two additional focus groups, one with local restaurant owners to explore the future of food trucks in downtown, and the other with young professionals. These conversations added depth and specificity to the Master Plan by incorporating fresh perspectives and real-world business needs.

TOP PUBLIC ENGAGEMENT THEMES



PUBLIC INPUT SESSIONS

1. Preserve Existing Character
2. Improve Walkability, Connectivity and Safety
3. Support Local Business and Encourage a Balanced Business Ecosystem
4. Address Traffic and Parking
5. Activate Public Spaces and Support Year-round Gathering

FOCUS GROUPS

1. Redevelopment and Infill Potential
2. Walkability and Connectivity
3. Parking and Infrastructure
4. Preservation and Adaptive Reuse
5. Support Local Business

K-FEST POP-UP

1. Expanded Recreation Opportunities
2. Walkability and Accessibility
3. Business Diversity
4. Active Public Spaces
5. Growth Management

PUBLIC ENGAGEMENT

Kaleidoscope Fest Pop-Up Engagement

During Kaleidoscope Fest on May 10, the Town hosted a pop-up engagement activity as part of the Downtown Master Plan process. BOUDREAUX and town staff set up in Downtown Park and invited residents and visitors to post wishes for Waxhaw's future on the Wishing Tree and to write on whiteboards ideas for what they love and want to see in downtown.

The informal, creative environment welcomed people of all ages and sparked hundreds of unique responses. Common themes included expanding parks and recreation (such as dog parks, splash pads, pickleball courts, and trails), improving walkability and accessibility, and offering a wider mix of dining, retail, and cultural experiences. Many participants also supported the creation of a social district, pedestrian railroad crossings, and new parking options to support daily and event-related activity.

Community Survey

From April 16 to May 31, 2025, the Town conducted a community survey to gather input for the Downtown Master Plan and the concurrent Safety Action Plan. The survey received 327 responses, with nearly 75% from Waxhaw residents. These responses (on the following pages) provided key insights into how the community experiences downtown and how residents envision its future.



DOWNTOWN MASTER PLAN STEERING COMMITTEE

The Steering Committee played a key role in guiding the Downtown Master Plan by providing strategic input at key milestones. The group first met during the charrette on March 24, 2025, and again on June 26, 2025, at the Downtown Waxhaw Association offices. Members reviewed public engagement results, market data, and preliminary recommendations, helping shape priorities for Downtown Waxhaw. They emphasized historic preservation, infrastructure alignment, pedestrian safety, context-sensitive infill, and creative approaches to public space and parking.



May 2025 Survey

**TOTAL
PARTICIPANTS**

327

SURVEY RESULTS

The majority of respondents surveyed are Waxhaw residents with most visiting several times a week primarily for dining purposes.

Connection to
Downtown Waxhaw

**Waxhaw
Resident**

245

How often do you visit
Downtown Waxhaw?

**A few times
a week**

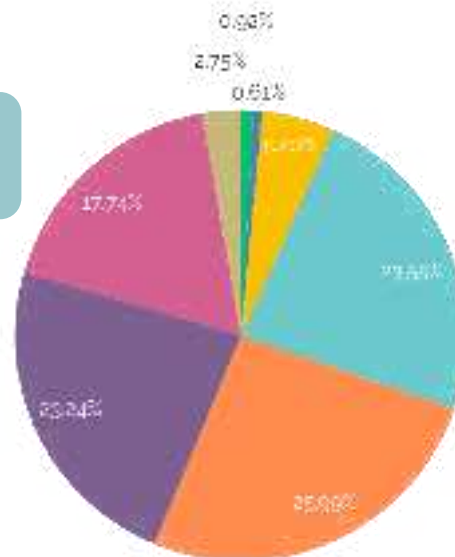
97

Primary reason for
visiting Downtown
Waxhaw

Dining

283

Age of respondent



- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to say

HOW DO YOU TYPICALLY GET TO DOWNTOWN WAXHAW?

Drive

87%

Walk

10%

Bike/Other

3%

WHAT PREVENTS YOU FROM VISITING DOWNTOWN WAXHAW MORE FREQUENTLY?

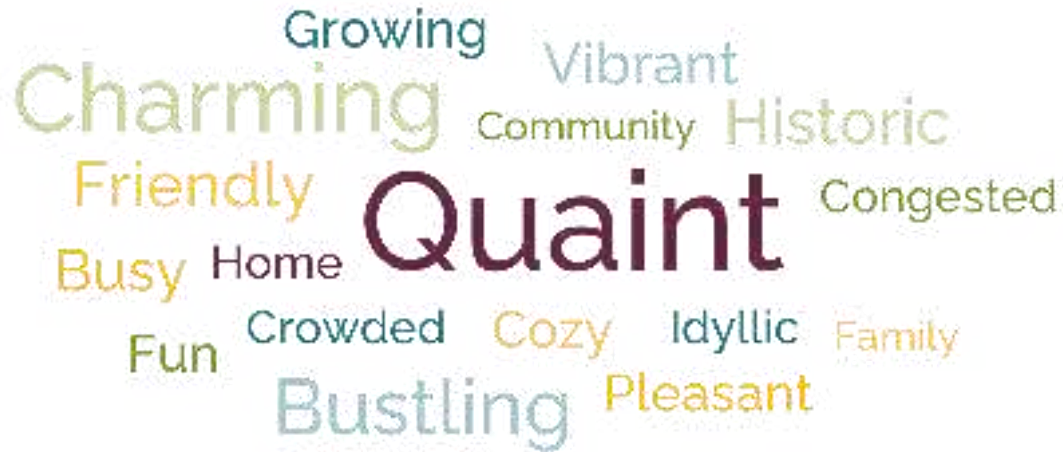
#1

Traffic and
Congestion

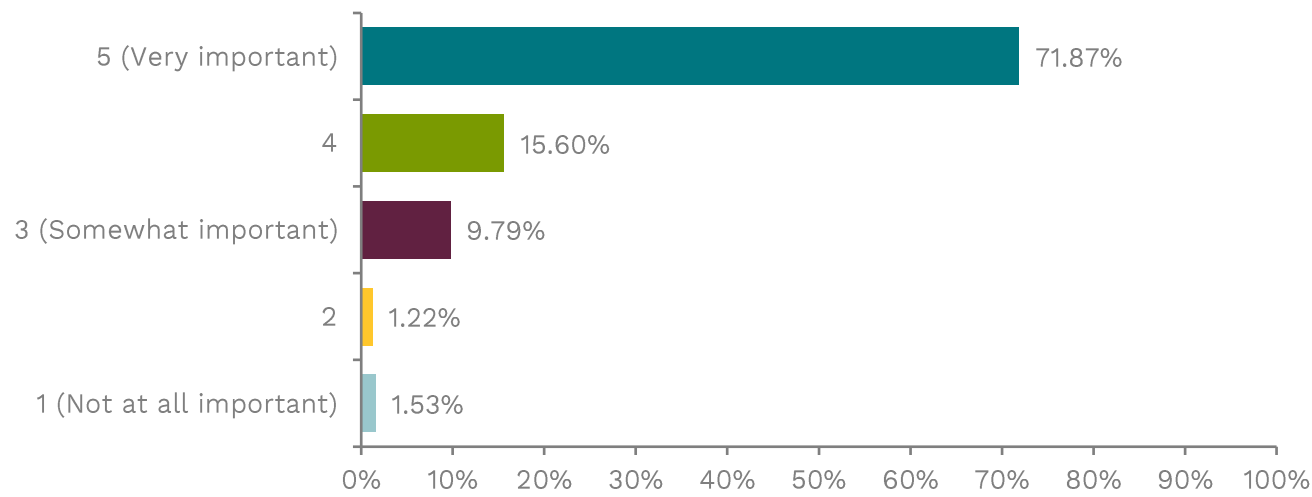
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Parking

WHAT ONE WORD BEST DESCRIBES DOWNTOWN WAXHAW?



HOW IMPORTANT IS PRESERVING THE EXISTING ARCHITECTURAL AND LANDSCAPE CHARACTER OF DOWNTOWN WAXHAW?



TOP 3

Traffic

Parking

Preserving Historic
Assets

TOP 4

Restaurants

Entertainment
(e.g. arcade, theater, music venue)
Cafés or coffee shops

Supporting existing
businesses

TOP 4

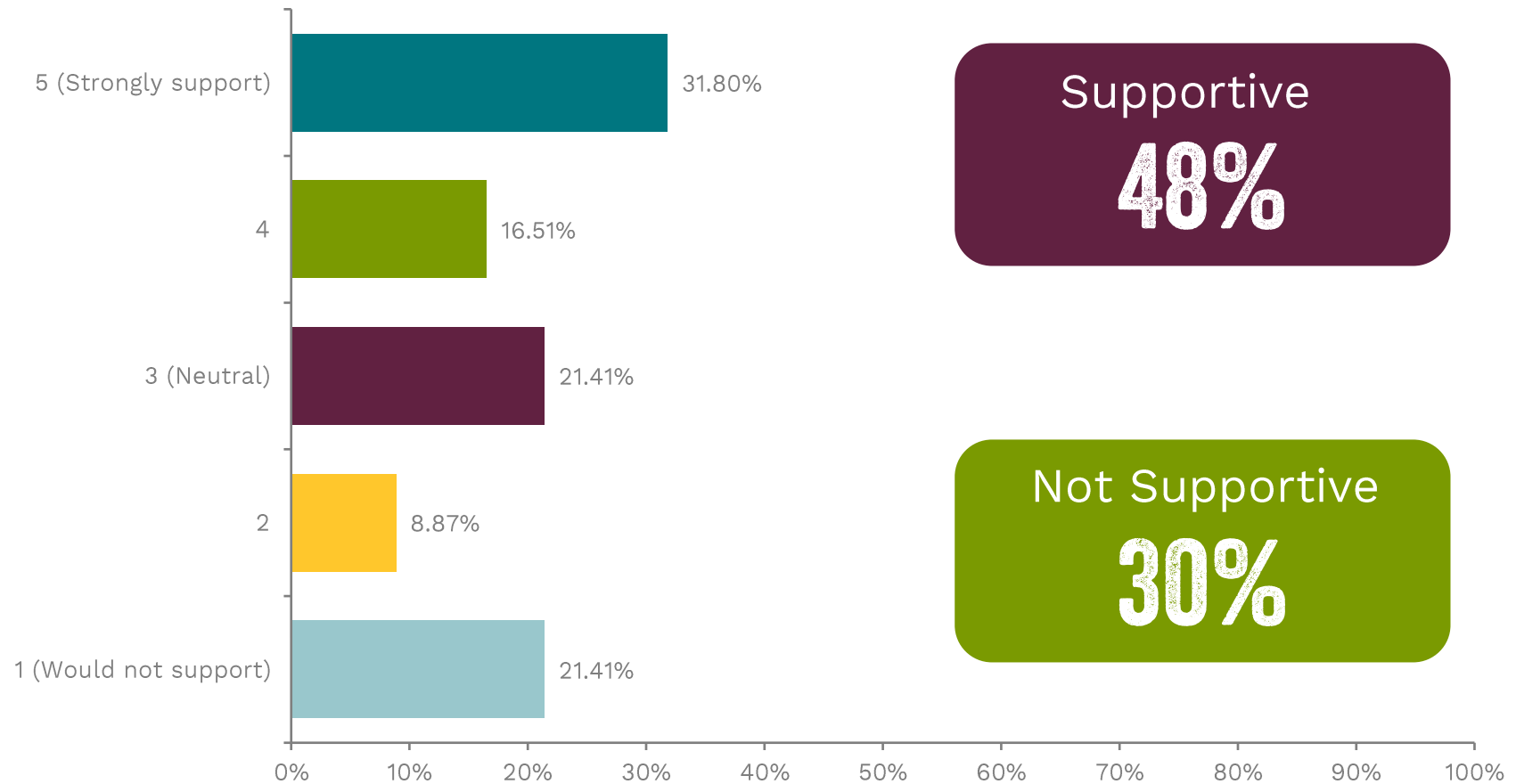
Community events or
activities

Open space, outdoor
gathering areas

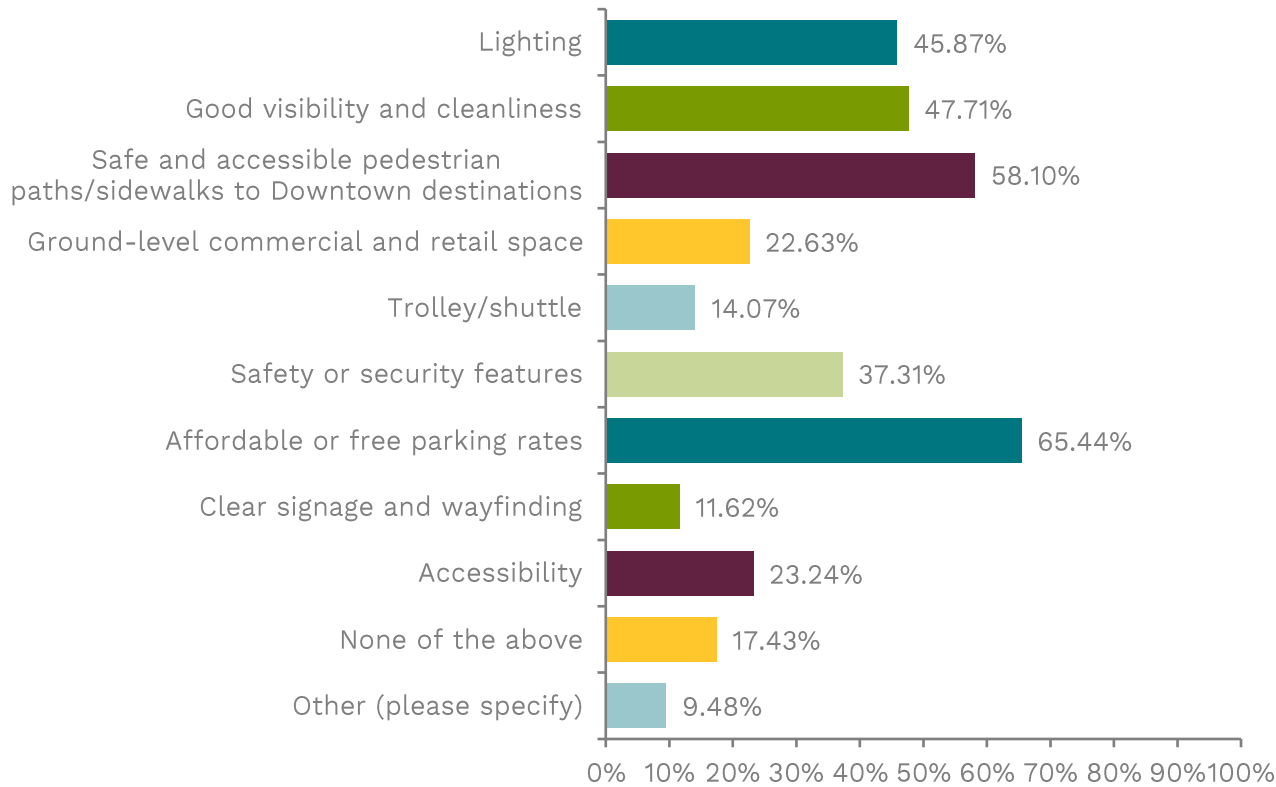
Public parking

Walk/bike
infrastructure and
safety

TO WHAT EXTENT WOULD YOU SUPPORT A STRUCTURED PARKING FACILITY, SUCH AS A PARKING DECK OR GARAGE, IN DOWNTOWN WAXHAW IF IT WAS THOUGHTFULLY LOCATED AND HELPED ACHIEVE DOWNTOWN GOALS AND PRIORITIES?



WHAT QUALITIES OR ELEMENTS WOULD ENCOURAGE YOU TO USE A STRUCTURED PARKING FACILITY, SUCH AS A DECK OR GARAGE?



TOP 4

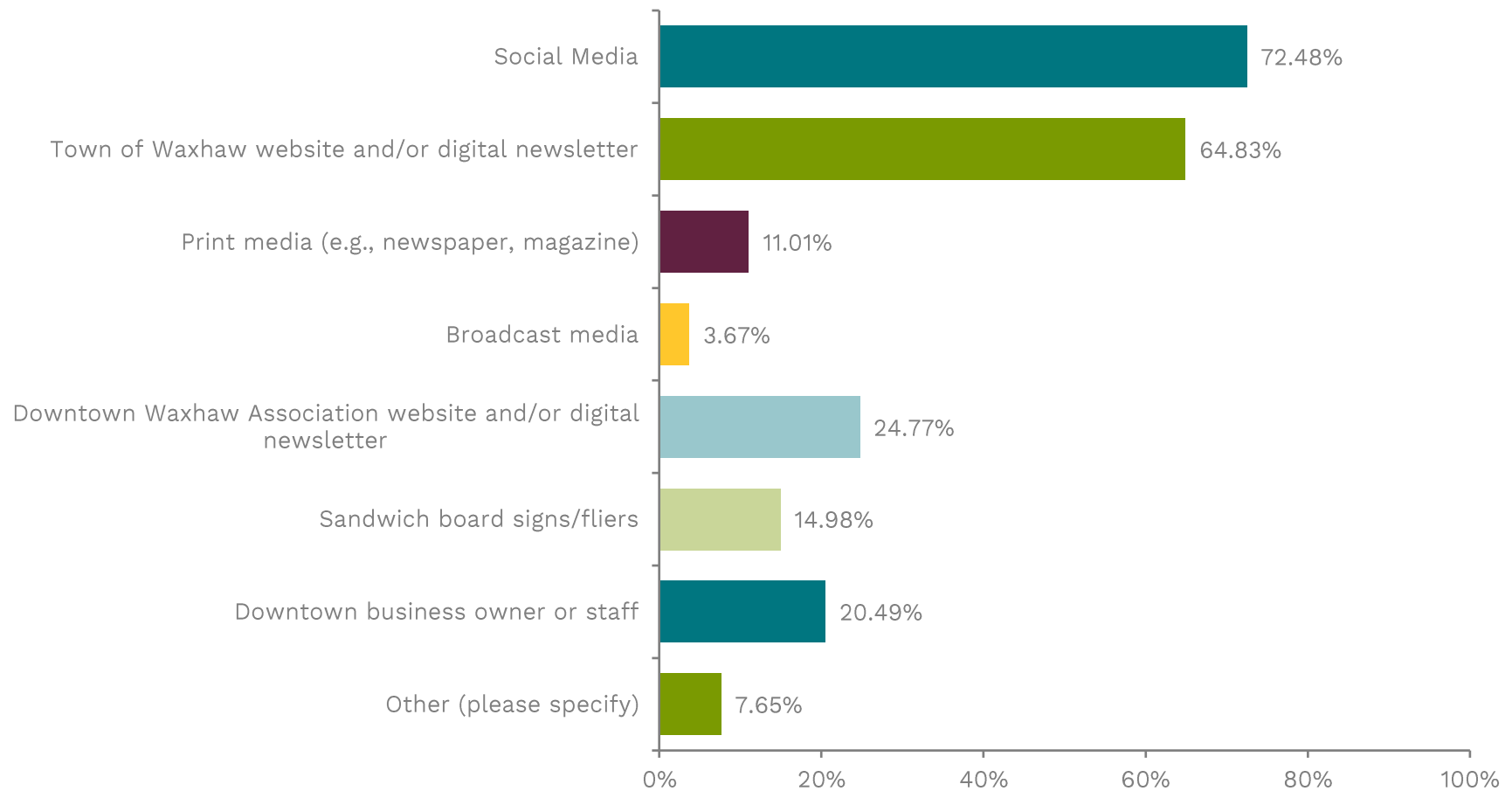
Affordable or Free

Safe and Accessible
to Downtown

Good Visibility and
Cleanliness

Lighting

WHERE DO YOU GET YOUR INFORMATION ABOUT DOWNTOWN WAXHAW?



TOP 5 SENTIMENTS

1 TRAFFIC RELIEF AND PARKING

“Build the Waxhaw Parkway to help alleviate downtown traffic.”

“To make a parking deck in the spot that is close to downtown, but the architecture matches that of the older buildings. Also to have some kind of inn for company.”

“Downtown Waxhaw’s biggest problem is traffic congestion, with parking as a close second. A parking deck a block or so off S and N Main St. could be accomplished easily.”

2 PRESERVE SMALL TOWN CHARACTER AND CHARM

“Keep it simple, protect its historic integrity.”

“Waxhaw is losing a little bit of its charm alongside its growth. I would find a magic way to accommodate all the growth without making it feel like South End.”

“Keep and maintain the original buildings, water tank, and overhead bridge of Waxhaw.”

3 ACTIVE COMMUNITY SPACE

“A covered, outdoor theater/pavilion/performing arts venue, with bathrooms and some enclosed space (green room/storage/ticketing) at the Community Corner.”

“Symphony Orchestra performance in the park.”

“Some kind of entertainment venue or community recreation center.”

4 WALKABILITY

“Remove street parking and encourage walking – ride shuttles into the downtown area!”

“Close Main St to traffic achieving an open walking/shopping space. Divert traffic to other parallel streets.”

“Greenway connection to where people live.”

5 DIVERSITY OF LOCAL BUSINESS

“Downtown is great, just more parking and more business opportunities!”

“A bookstore. A true, cozy, real bookstore that is aesthetically pleasing inside and out, curated specifically for book lovers.”

“A good coffee shop that stays open later.”



**DOWN
TOWN**
Waxhaw

MARKET DATA

TRADE AREA

Downtown Waxhaw's Trade Area and Visitor Patterns

To better understand who visits Downtown Waxhaw, the project team utilized Placer.ai, a geofencing tool that tracks foot traffic and visitor origins based on mobile device data. Using the Downtown Waxhaw Association boundary as the study area, the analysis revealed more than 1.5 million unique visits between April 1, 2024, and March 31, 2025. These visits originated from over 3,000 different zip codes, indicating a broad geographic draw well beyond the immediate community.

While the largest portion of visitors (approximately 37%) came from within Waxhaw's own zip code, a substantial number arrived from across the Charlotte metropolitan region and the broader Southeast. North Carolina zip codes accounted for 71% of all visits, with South Carolina contributing an additional 19%. Visitors also traveled from every U.S. state and Washington, D.C., including 1.3% from Florida and 1.1% from New York. This level of reach demonstrates Downtown Waxhaw's strong regional identity and growing profile as a destination for day-trippers and out-of-town guests.



Geofence map using Placer.ai and the Downtown Waxhaw Association Boundary

OVER 1.5M
Unique Visits in
1 Year

ALL 50 STATES
+DC Represented

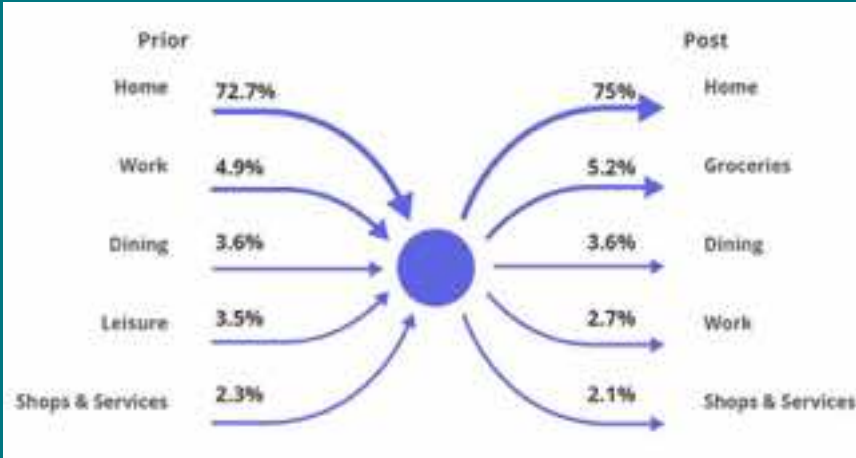
TRADE AREA

Visitor Income

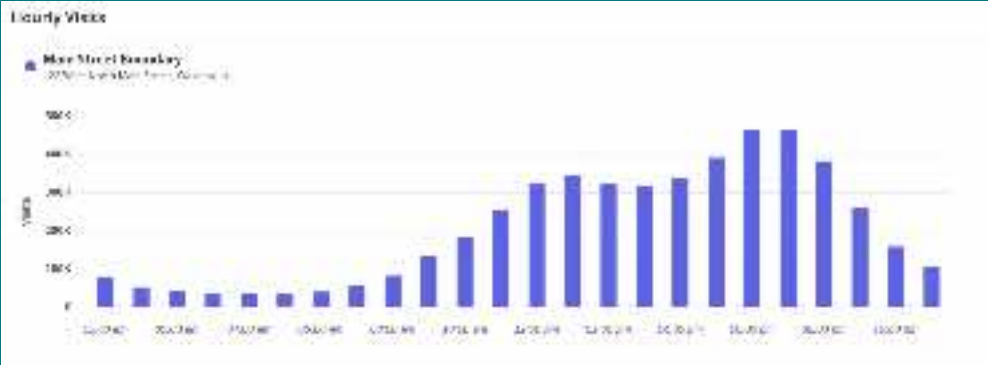
The Placer.ai data also provides insight into who is visiting and when. Income analysis suggests that a significant share of visitor, especially those likely spending time and money downtown, come from households earning more than \$100,000 annually, with the largest proportion from the \$150K–\$200K income bracket. This affirms Waxhaw’s position in a high-income trade area with potential for elevated demand for boutique retail, dining, and family-friendly entertainment.

When People Visit

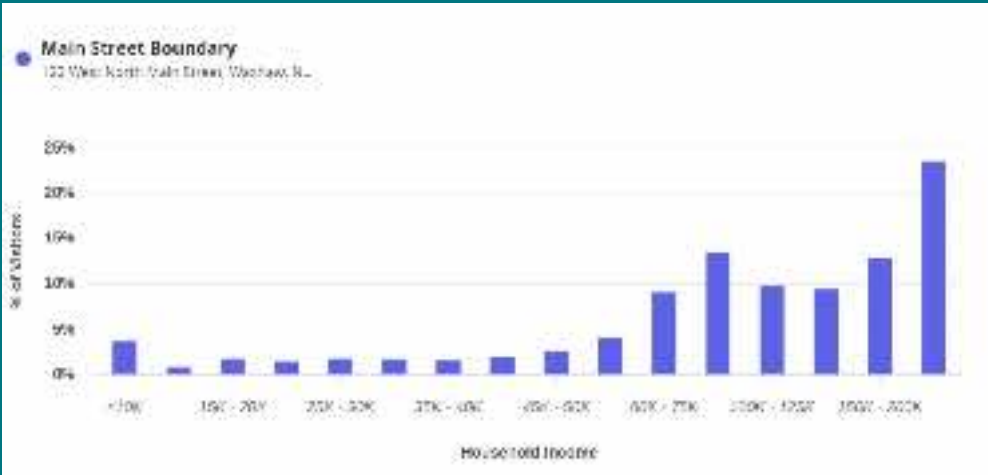
Hourly visit data indicates a strong peak in foot traffic during the afternoon and early evening hours, particularly between 4:00 p.m. and 7:00 p.m., reinforcing that downtown activity is heavily driven by leisure, shopping, and dining. The visitor “flow” diagram also supports this, showing that most trips downtown originate from home, with a mix of secondary purposes such as dining, groceries, and shops and services. These patterns highlight the need for extended business hours, evening programming, and enhanced amenities to capture and support visitor demand during peak periods.



Origins and destinations of trips prior to and after visiting downtown



Downtown visitors by time of day (annual)



Percent of downtown visitors by income

TRADE AREA

Primary and Secondary Trade Areas

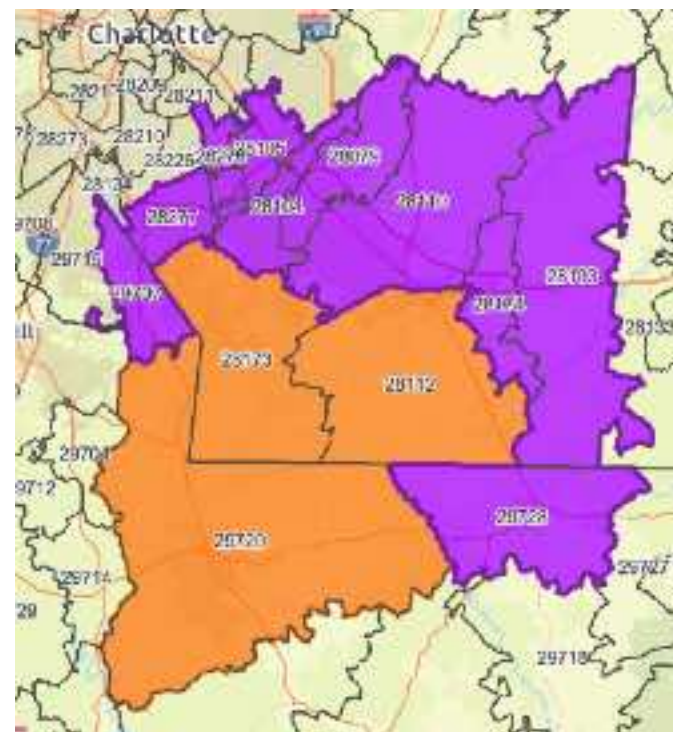
To analyze retail demand and visitation patterns, the project team defined a trade area using Placer.ai visitor data and validated that data through a Downtown Waxhaw zip code survey. The primary trade area includes zip codes 28173 (Waxhaw), 28112 (Monroe), and 29720 (Lancaster), representing the three communities contributing the largest share of visits to Downtown Waxhaw. These areas account for more than half of all visits and provide a strong base of potential local customers.

Beyond the primary area, a secondary trade area includes ten additional zip codes across southern Mecklenburg, eastern Union, and northern Lancaster and Chesterfield Counties. These areas that include Matthews, Fort Mill, Indian Trail, and parts of Charlotte contribute smaller but still significant volumes of visits. This broader regional market reinforces Waxhaw's role as a destination and offers opportunities to expand downtown's reach through targeted retail and marketing strategies.

Primary Trade Area



Secondary Trade Area



Map of Primary Trade Area (orange), and Secondary Trade Area (purple)

Zipcode	City	State	County	% of Visits	Visits	2025 Population	Visits per 1,000 population
28173	WAXHAW	NC	UNION	57.342	588570	73,448	8,014.87
28112	MONROE	NC	UNION	6.241	97855	29,218	3,349.48
29720	LANCASTER	SC	LANCASTER	9.836	154543	57,877	2,670.43
28104	MATTHEWS	NC	UNION	3.16	49550	38,690	1,280.59
29707	FORT MILL	SC	LANCASTER	3.37	52840	43,977	1,201.54
28110	MONROE	NC	UNION	3.752	58385	58,454	1,009.08
28174	WINGATE	NC	UNION	0.441	6908	9,423	733.10
29728	PAGELAND	SC	CHESTERFIELD	0.463	7253	10,319	703.85
28079	INDIAN TRAIL	NC	UNION	2.007	31475	45,407	693.20
28277	CHARLOTTE	NC	MECKLENBURG	1.87	45000	78,380	574.17
28108	MARSHVILLE	NC	UNION	0.374	5858	10,988	533.13
28105	MATTHEWS	NC	MECKLENBURG	1.382	21829	47,561	458.97
28270	CHARLOTTE	NC	MECKLENBURG	0.895	14033	34,860	402.55
Primary Trade Area							
Secondary Trade Area							

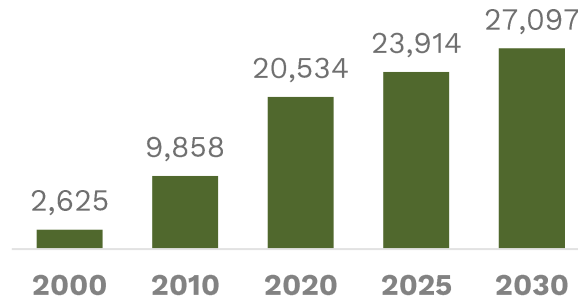
Top ZIP code origins of visitors to Downtown Waxhaw

DEMOGRAPHICS

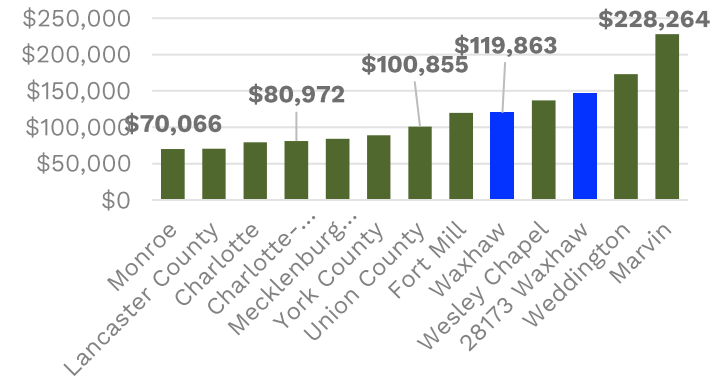
Waxhaw is one of the fastest-growing towns in the region, having expanded its population by 142% from 2010 to 2025. That growth continues, with the Town projected to grow by nearly 13% over the next five years. Waxhaw's current population of 23,914 is young and family-oriented, with a median age of 37.8.

Income and education levels are notably high. Median household income exceeds \$119,000 in the Town and over \$147,000 within the broader 28173 zip code; and more than half of residents hold a Bachelor's degree or higher. These factors point to strong local buying power and a consumer base that values quality goods, services, and experiences.

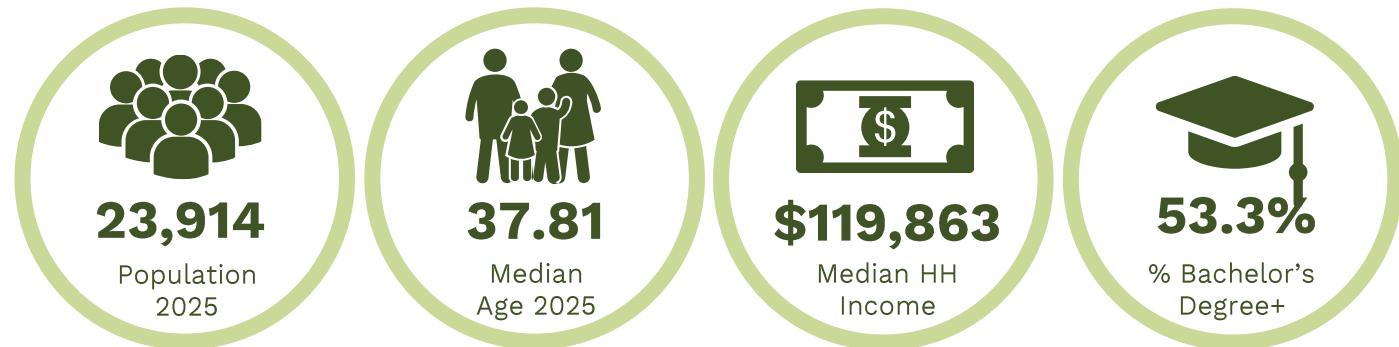
Waxhaw Population, 2000-2030



Median Household Income



Profile of Waxhaw Residents



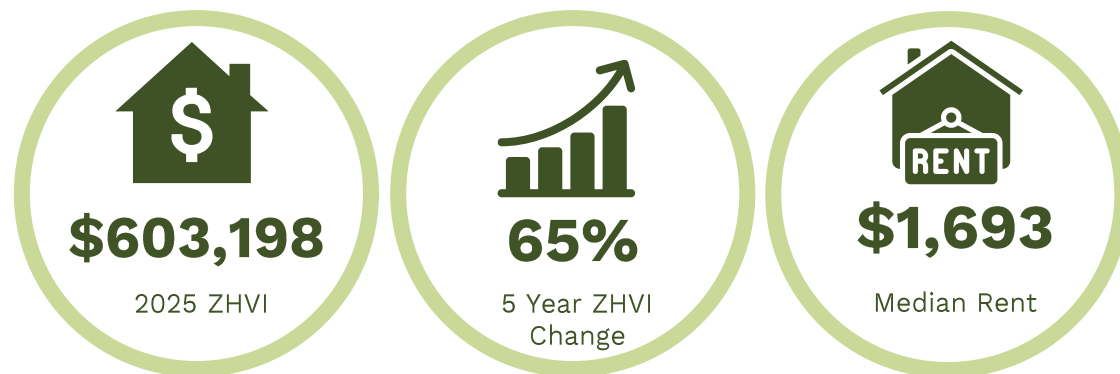
Data for the Town of Waxhaw (Source: Claritas)

HOUSING

Waxhaw’s housing market reflects its rapid growth and desirability. Over three-quarters of the housing stock has been built since 2000, and 86% of units are single-family detached.

Homeownership is high at 86%, and values are rising rapidly. The median value of owner-occupied housing is \$588,764. This is well above the Union County average, and Zillow estimates show a 65% increase in home values since 2020. While the median rent in Waxhaw is \$1,693, downtown rental rates typically range from \$1,500 to \$2,000. With 34% of renters considered cost-burdened, future planning will need to address a balance between continued investment and affordability.

Home Value and Rent

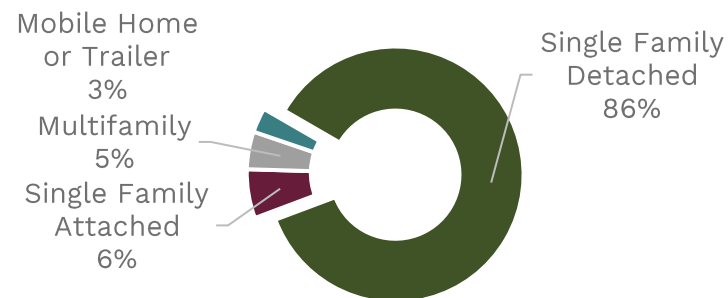


ZHVI – Zillow Home Value Index

Median Home Value



Housing Types



RETAIL AND DINING CAPTURE POTENTIAL



Waxhaw represents a significant and growing retail market, with **\$315 million in annual retail sales** in 2024. However, local spending far outpaces local supply. Waxhaw alone sees **over \$350 million in retail leakage** annually. When expanded to the full Primary Trade Area, total leakage surpasses \$2.7 billion.

This signals a substantial unmet demand for goods and services, and a clear opportunity to strengthen and diversify the downtown retail and dining experience. Capturing even a small portion of this leakage could dramatically improve local business performance and overall economic health.

	Waxhaw	Primary Trade Area	Secondary Trade Area
Retail Sales	\$314.6 million	\$1.6 billion	\$10 billion
Consumer Expenditures	\$667.4 million	\$4.3 billion	\$11.3 billion
Retail Leakage / Market Gain	\$352.8 m LEAKAGE	\$2.7 b LEAKAGE	\$1.3 b LEAKAGE

Retail sales and leakage in Waxhaw and its trade areas

RETAIL AND DINING CAPTURE POTENTIAL

Capture 10/1 (10% PTA / 1% STA)

331,578 square feet

A conservative scenario, capturing just 10% of retail leakage from the Primary Trade Area and 1% from the Secondary Trade Area, shows that **Waxhaw can support more than 330,000 square feet of new retail space.** This establishes the need for additional commercial square footage in Downtown Waxhaw, not just to invite visitors, but more so to reclaim local resident dollars that are already being spent outside the community.

Waxhaw residents are dining out, shopping for clothes, buying groceries, and seeking specialty retail experiences, but they do not always have the option to do so close to home. Recapturing even a small portion of this demand can bring local tax revenue back where it belongs to support the services, parks, and infrastructure residents care about, without adding to their financial burden. The market is already there. The opportunity is simply to meet it.

Trade Area Leakage and Capture by Type

	10% PTA Leakage	1% STA Leakage	CY Potential Capture	Calculated Capture SF
Furniture Stores	\$2,237,011	\$464,377	2,701,388	9,648
Home Furnishing Stores	\$2,474,294	\$165,599	2,639,893	10,153
Household Appliances Stores	\$972,724	\$131,733	1,104,457	2,599
Electronics Stores	\$3,023,387	\$135,218	3,158,605	7,019
Building Material Garden & Supply	\$7,335,959	\$499,785	7,835,745	18,437
Hardware Stores	\$58,675	\$207,149	265,825	759
Nursery & Garden	\$1,213,983	\$291,713	1,505,696	6,023
Grocery Stores	\$22,489,897	(\$3,812,174)	18,677,723	35,577
Specialty Foods	\$1,197,610	\$230,762	1,428,372	4,395
Beer & Wine	\$887,915	\$34,970	922,885	2,051
Health and Personal Care Stores	\$7,131,052	(\$360,569)	6,770,483	12,310
Gas Station	\$11,472,605	\$4,618,375	16,090,980	22,987
Clothing Stores	\$9,054,069	\$933,524	9,987,593	36,319
Shoe Stores	\$1,425,542	\$111,897	1,537,440	4,100
Jewelry, Luggage, Leather Stores	\$2,111,916	\$418,623	2,530,538	5,061
Sporting Goods Stores	\$2,020,735	(\$46,562)	1,974,173	6,581
Hobby, Toys and Games Stores	\$922,357	(\$15,736)	906,621	3,022
Sew/Needlework/Piece Goods	\$106,744	(\$645)	106,100	530
Musical Instrument & Supplies	\$180,003	\$22,275	202,278	674
Book Stores	\$121,731	\$47,709	169,441	753
General Merchandise Stores	\$14,183,231	(\$2,295,610)	11,887,621	33,965
Florists	\$90,841	\$57,384	148,225	565
Gifts, Office Supply, Stationery	\$964,710	\$81,318	1,046,028	3,804
Used Merchandise	\$587,789	\$80,304	668,093	3,563
Other miscellaneous store retailers	\$3,366,828	\$456,758	3,823,585	12,745
Full Service Restaurants	\$17,166,906	\$550,246	17,717,152	47,246
Limited Service Restaurants	\$14,433,645	(\$1,208,329)	13,225,316	40,693

RETAIL AND DINING CAPTURE POTENTIAL

The 330,000+ square feet of retail opportunity includes the kinds of businesses Waxhaw residents want and that naturally fit within a vibrant, walkable downtown. This includes locally owned restaurants, stylish clothing boutiques, everyday conveniences like groceries and pharmacies, and charming stores for home goods, gardening, and sporting gear.

These aren't big-box concepts or visitor-only draws, which still have opportunities to thrive elsewhere, but rather they are the kinds of places families want to frequent on a weeknight or weekend without having to drive to another community. With the right approach, Waxhaw can fill real market gaps, keep spending local, and grow its small-town charm in a way that reflects the character and expectations of the people who live here.



Full-Service Restaurants
47,246 SF



Clothing Stores
36,319 SF



Grocery Stores
35,775 SF



General Merchandising Stores
33,963 SF



Furniture/ Home Furnishings Stores
19,801 SF



Health & Personal Care Stores
12,310 SF



Electronics & Appliance Stores
9,618 SF



Sporting Goods Stores
6,581 SF



Nursery & Garden Stores
6,023 SF

Estimated retail square footage demand by store type in Waxhaw



DOWN TOWN *Waxhaw*

MASTER PLAN RECOMMENDATIONS

MASTER PLAN RECOMMENDATIONS

The Downtown Master Plan represents a cohesive vision for Waxhaw's continued growth as a vibrant, walkable destination rooted in local character. It translates public input, market demand, and spatial analysis into a forward-looking framework that guides *what* to build, *where* to build it, and *how* to connect it all. At its core, the plan seeks to identify ideal locations for new businesses, ensure parking is thoughtfully integrated to serve both new and existing uses, and create seamless, safe connections for residents and visitors alike.

The following pages outline key components of the plan, from infill development and adaptive reuse to placemaking, mobility, and the organizational tools needed to support implementation. Each element reinforces a shared goal, to enhance Waxhaw's downtown in a way that:

- ***enhances its small-town charm,***
- ***strengthens economic vitality, and***
- ***reflects the creativity and pride of its community.***



MASTER PLAN



CONNECTIONS

OVERVIEW

The Town of Waxhaw has already taken meaningful steps to plan for future connectivity, integrating forward-thinking approaches into recent development projects. Building on this momentum, the connectivity goals and objectives outlined in this Master Plan will serve as a framework to identify, enhance, and prioritize key connections—not only within the historic downtown core but also to connect the surrounding neighborhoods, schools, parks to the downtown area.

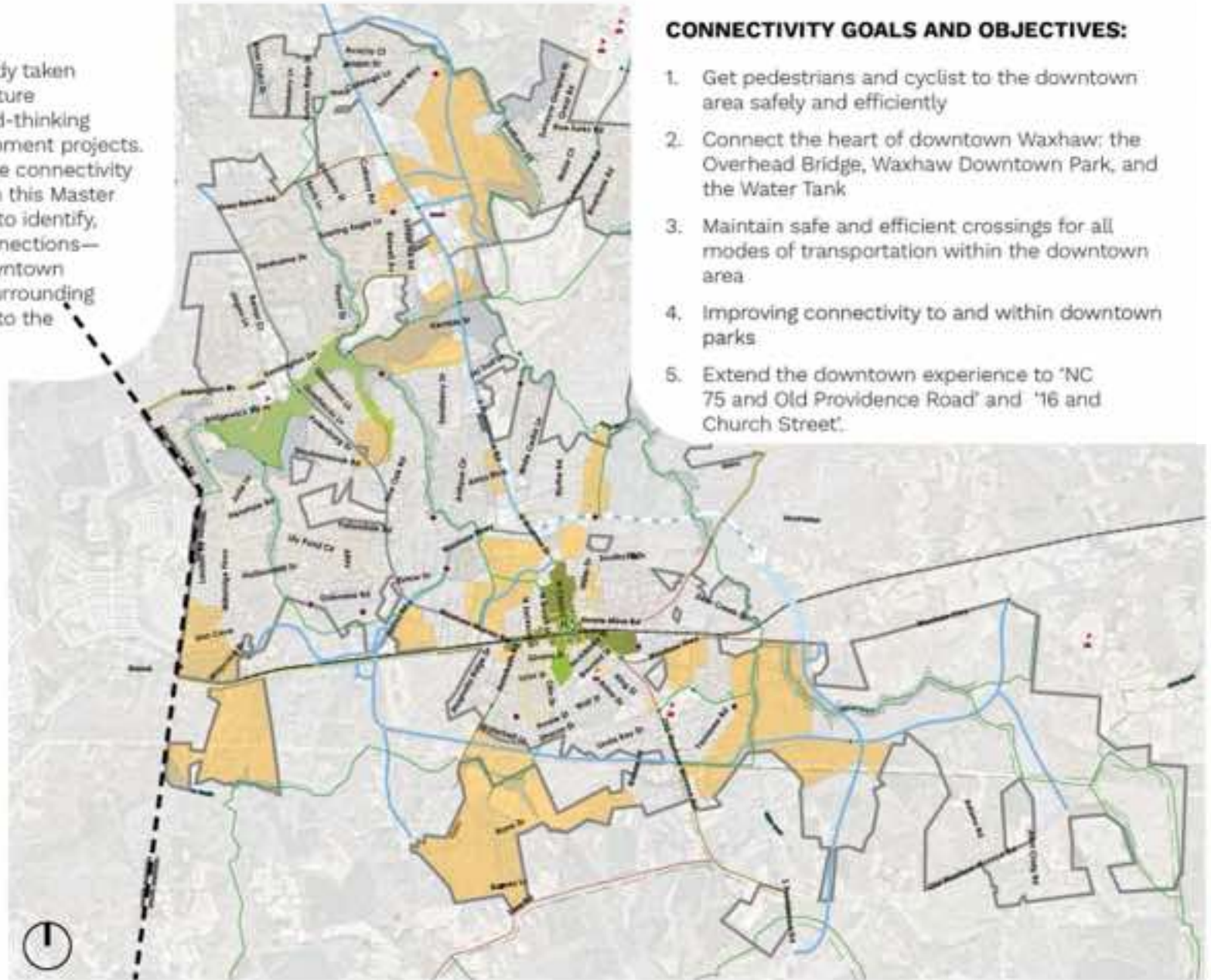
LEGEND

- Town Limits
- Main Street Boundaries
- Waxhaw Parks
- Development Projects
- Railroad
- Schools
- Existing Sidewalks
- Future Road Network

PLANNED PEDESTRIAN CONNECTIONS

- Greenways
- Shared Use Path
- Shared Use Path and Sidewalk
- Sidewalk
- Other Future and Proposed Improvements
- Funded Roundabout
- Proposed Roundabout
- Street Closes

*Information shown is from Town of Waxhaw GIS.

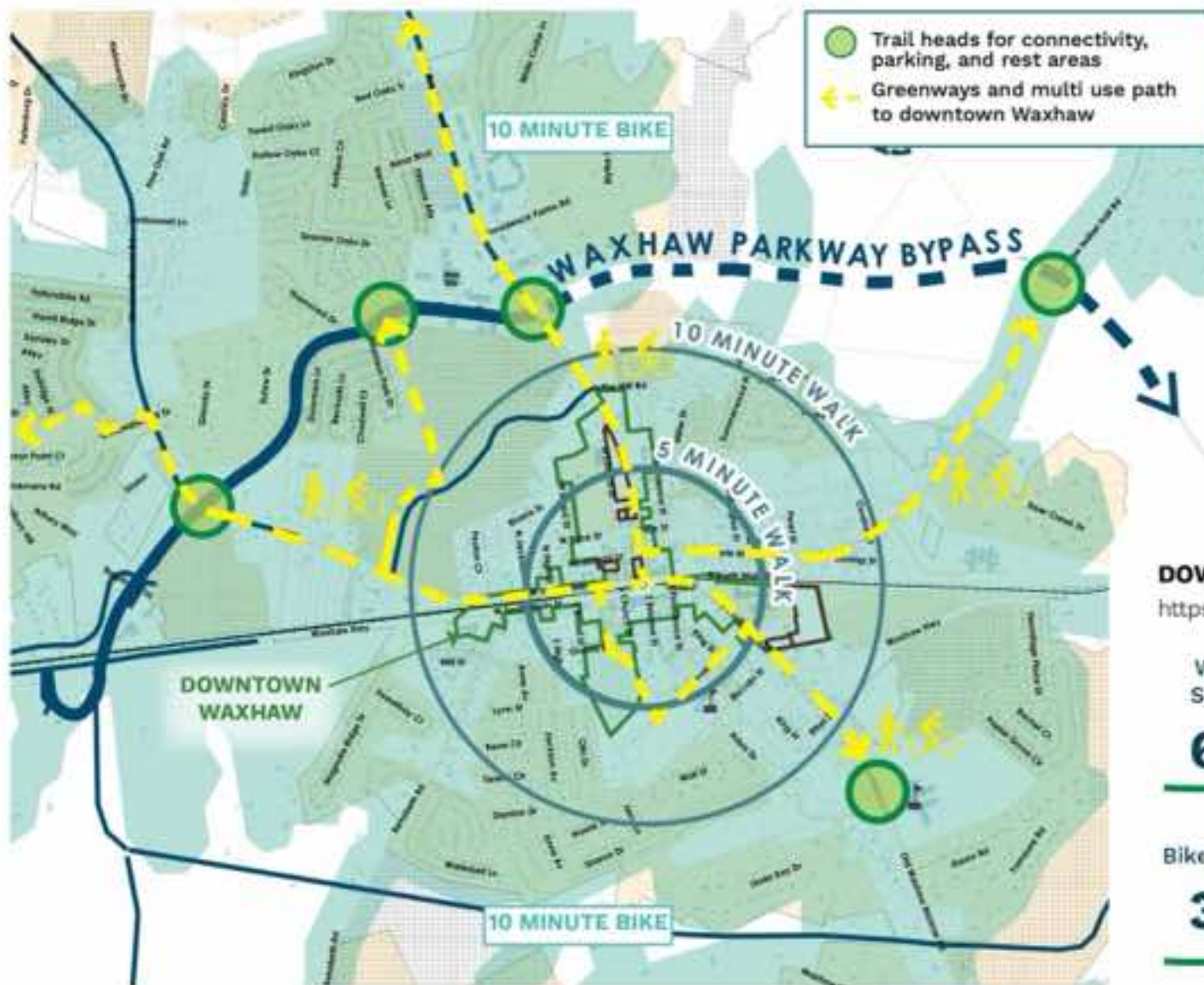


CONNECTIVITY GOALS AND OBJECTIVES:

1. Get pedestrians and cyclist to the downtown area safely and efficiently
2. Connect the heart of downtown Waxhaw: the Overhead Bridge, Waxhaw Downtown Park, and the Water Tank
3. Maintain safe and efficient crossings for all modes of transportation within the downtown area
4. Improving connectivity to and within downtown parks
5. Extend the downtown experience to 'NC 75 and Old Providence Road' and '16 and Church Street'.

CONNECTIONS

1. Get pedestrians and cyclist to the downtown area safely and efficiently



OVERVIEW

Downtown Waxhaw is highly walkable, with nearly the entire area falling within a five-minute walk—making it ideal for a pedestrian-focused transportation strategy. The implementation of greenways and multi-use paths can provide a vital alternative to vehicle travel, helping to reduce congestion while promoting active mobility. To further support this effort, strategically located trailheads can serve as effective park-and-cycle hubs, allowing residents and visitors to park outside the downtown core and conveniently bike or walk into town along designated routes.

DOWNTOWN WAXHAW WALK SCORE

<https://www.walkscore.com/score/waxhaw-nc>

Walk
Score

65

SOMEWHAT WALKABLE:
SOME ERRANDS CAN BE
ACCOMPLISHED ON FOOT

Bike Score

38

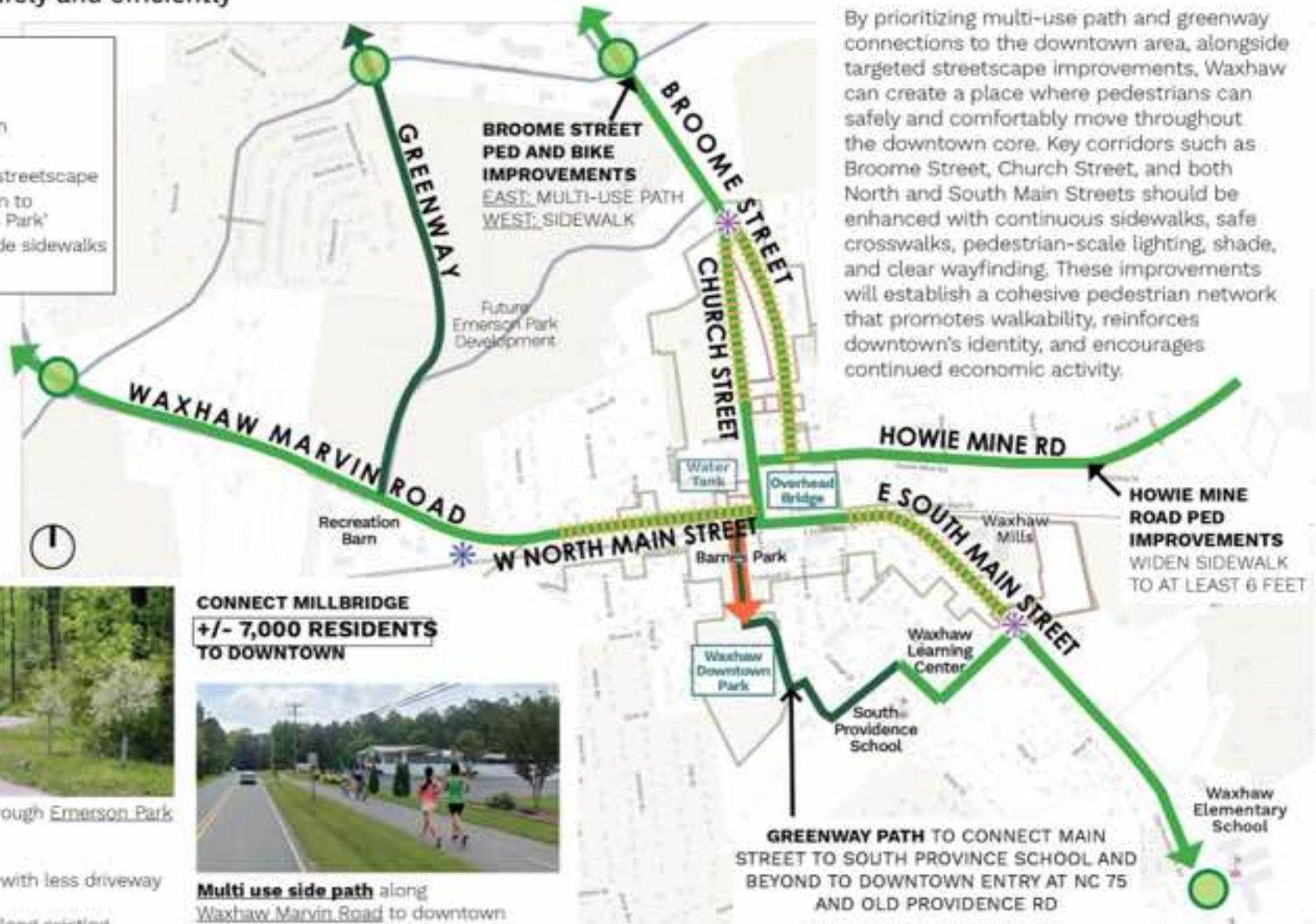
SOMEWHAT BIKEABLE:
MINIMAL BIKE
INFRASTRUCTURE

CONNECTIONS

1. Get pedestrians and cyclist to the downtown area safely and efficiently

LEGEND

- Trail heads
- Downtown entry sign
- Existing entry sign
- Need for enhanced streetscape
- Improved connection to 'Waxhaw Downtown Park'
- Multi use path/6' wide sidewalks
- Greenway



OVERVIEW

By prioritizing multi-use path and greenway connections to the downtown area, alongside targeted streetscape improvements, Waxhaw can create a place where pedestrians can safely and comfortably move throughout the downtown core. Key corridors such as Broome Street, Church Street, and both North and South Main Streets should be enhanced with continuous sidewalks, safe crosswalks, pedestrian-scale lighting, shade, and clear wayfinding. These improvements will establish a cohesive pedestrian network that promotes walkability, reinforces downtown's identity, and encourages continued economic activity.



Greenway connection through Emerson Park to downtown:

- Provides a safe route with less driveway interruptions
- Quiet peaceful path along existing wetlands and away from roads



Multi use side path along Waxhaw Marvin Road to downtown

CONNECTIONS

1. Get pedestrians and cyclist to the downtown area safely and efficiently

The existing infrastructure along Howie Mine Road consists of a two-lane roadway and a narrow 3-foot sidewalk that slopes directly into the street. While future development will likely require more comprehensive transportation upgrades, improvements to enhance safety and connectivity should be considered now. The Howie Mine area would benefit greatly from a wider, more accessible sidewalk that provides a safer and more comfortable route to the downtown area.

As the areas surrounding Howie Mine Road continue to grow, the corridor should be regularly studied to ensure a safe, well-connected link to the downtown area is established and maintained as the community develops.



Howie Mine Road-

Widen sidewalk to at least 6 feet for pedestrians traveling both ways to move safely. Study potential for a multi-use path to get cyclist off of the road.



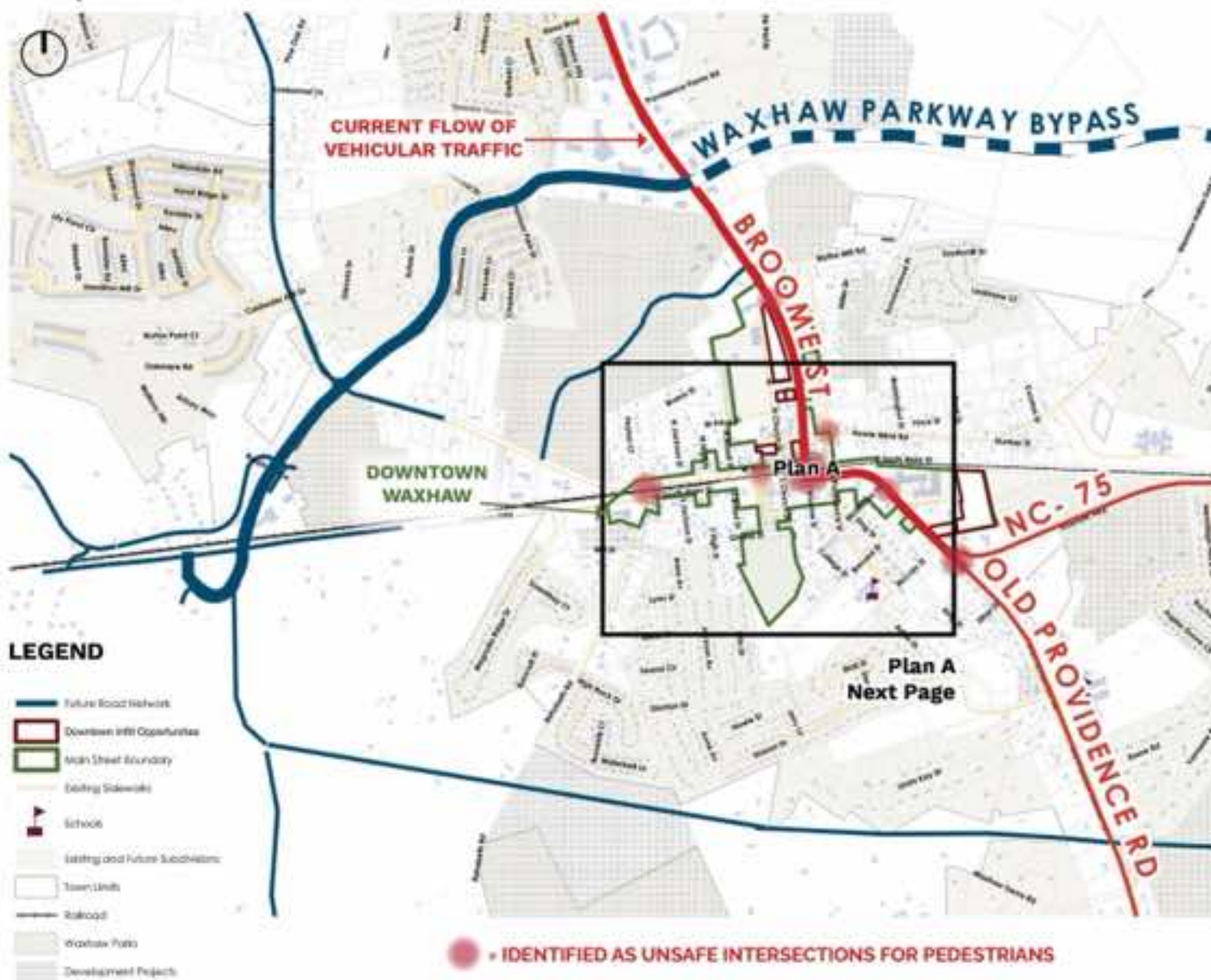
CONNECTIONS

2. Connect the heart of downtown Waxhaw: the Overhead Bridge, Waxhaw Downtown Park, and the Water Tank



CONNECTIONS

3. Maintain **safe** and **efficient** crossings for all modes of transportation within the **downtown area**



PUBLIC INPUT TOWN OF WAXHAW SAFETY ACTION PLAN

"Congestion difficulties when turning left onto 16."

"Morning and afternoon traffic causing up to 10-minute waits for a half-mile distance to turn left onto Waxhaw Marvin Road."

"Balancing safety and mobility for all transportation modes is challenging due to constraints posed by CSX and historical factors."

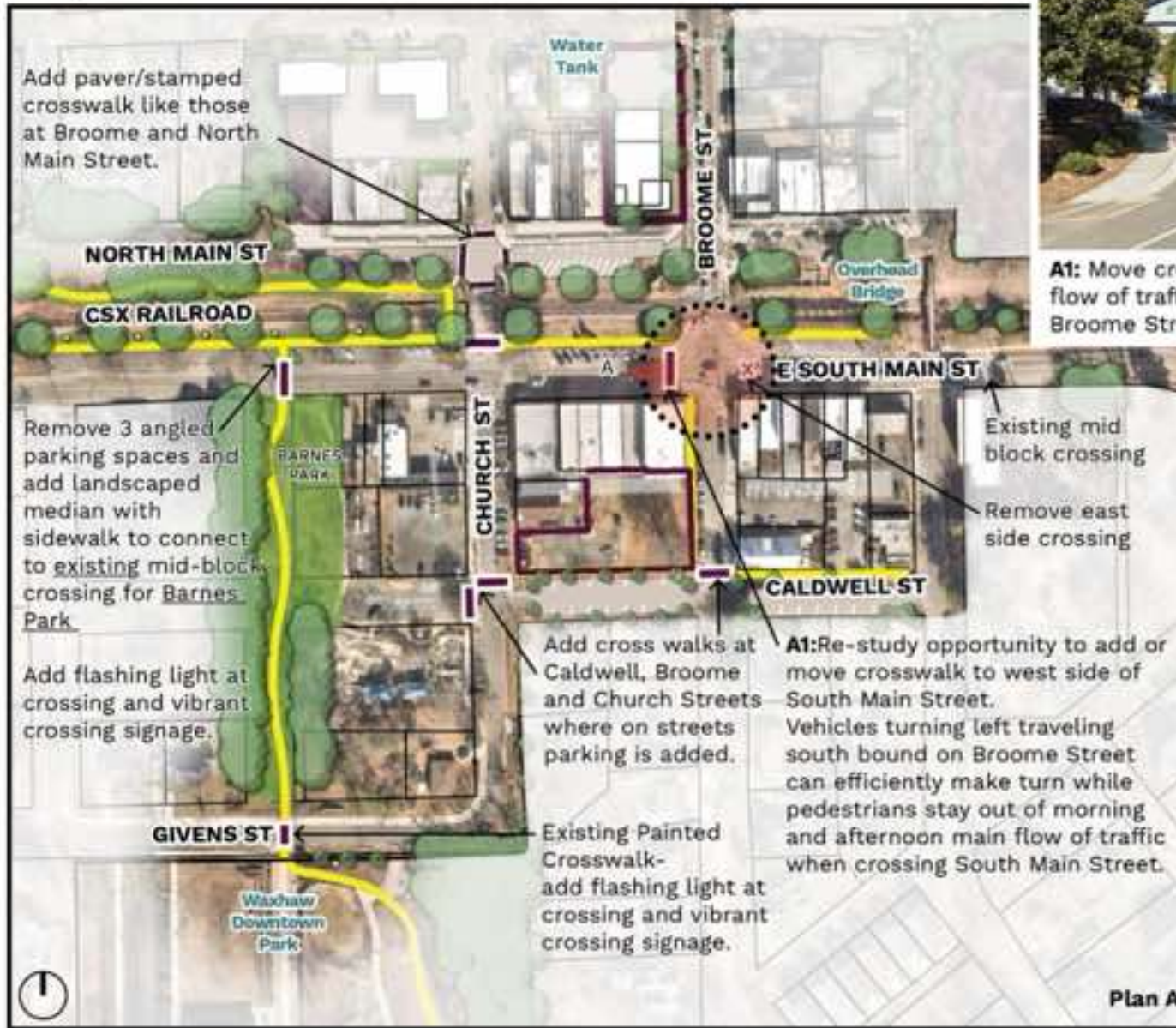
"Dangerous intersection near Hwy 75 with railroad tracks complicating the situation."

"Certain intersections cited as dangerous during rush hour, causing difficulties in making left turns."

"Traffic backups due to cars letting others turn unexpectedly."

CONNECTIONS

3. Maintain **safe and efficient crossings** for all modes of transportation within the **downtown area**



A1: Move cross walk to west side of main st to keep flow of traffic for vehicles turning left onto Main from Broome Street



High visibility crosswalks at mid block crossings



Crossings at signalized intersections.

CONNECTIONS

4. Improving connectivity to and within downtown parks



OVERVIEW

The addition of the Waxhaw Downtown Park is a valuable asset to the community and the downtown area. Its location near Barnes Park presents an opportunity to create both visual and physical connections between the park and Main Street. A southern connection to the park should be explored, as it would provide improved access and strengthen overall connectivity.



B) Existing gate at maintenance facility



A) Existing view into Barnes Park



A) Clear line of site to see community pavilion at 'Waxhaw Downtown Park' from South Main Street

CONNECTIONS

5. Extend the downtown experience to 'NC 75 and Old Providence Road' and '16 and Church Street'



- **Celebrate local art and history**
Extend art walk and implement history of Waxhaw along South Main Street
- * Historic sites along South Main
<https://www.waxhaw.com/our-town/history>

OVERVIEW

Continuing the streetscape elements introduced in the North Main Street improvement project throughout the downtown area will help visually unify the district, support future commercial growth, and enhance the overall pedestrian experience. Features such as decorative lighting with banners, coordinated street furniture, planters, and consistent paving materials will extend the character of downtown, create a cohesive and inviting environment, and reinforce Waxhaw's identity as a walkable, connected community.



INFILL DEVELOPMENT OPPORTUNITY

Downtown Waxhaw must grow primarily through context-appropriate infill development. To better understand how much of the identified retail and commercial demand Downtown Waxhaw can accommodate, this plan evaluates the physical capacity of key infill sites. The market analysis shows Waxhaw can support more than 330,000 square feet of new retail and dining space; however, absorbing this much space within the historic downtown would likely conflict with community preferences for maintaining the historic scale and character.

Instead of forcing large-scale development, the plan highlights four opportunity sites that are vacant, currently support low-intensity community uses, or fall under municipal control or availability. Each site lies within the existing downtown footprint.

1. Southwest corner of Broome and Church Streets,
2. Southwest corner of Church and McDonald Streets
3. Northwest quadrant of North Main and Broome Streets
4. Somer Street extended, southeast of Waxhaw Mill.

These sites offer the most immediate and feasible options for context-appropriate, walkable infill. In addition, Downtown Waxhaw contains numerous smaller underutilized parcels that can accommodate small-scale redevelopment. Together, these properties create realistic pathways to manage growth while preserving the walkability, scale, and historic aesthetic that define Downtown Waxhaw.



Sites evaluated for potential infill development

INFILL DEVELOPMENT OPPORTUNITY: PARKING LOT CONVERSION

NORTHWEST OF BROOME AND NORTH MAIN STREET, AND SOUTHWEST OF McDONALD AND CHURCH STREETS

HIGHLIGHTS:

- Converts two existing surface parking areas into low-scale infill development that complements the historic downtown.
- Proposes **11,000 SF** of one- and two-story buildings northwest of Broome and North Main Street.
- Introduces **8,500 SF** of development southwest of McDonald and Church Streets.
- Preserves a portion of the southwest corner as flexible public space and an extension of the Water Tank greenspace.
- Maintains some surface parking to support new uses and nearby businesses.
- Reinforces pedestrian connectivity with active frontages and a walkable urban form.
- Enhances a prominent downtown gateway while respecting scale, character, and existing open space.



Massing study, view from southeast



Concept Development

INFILL DEVELOPMENT OPPORTUNITY: PARKING LOT CONVERSION

NORTH MAIN STREET AT BROOME



Rendering of potential Structure at the northwest corner of Broome Street and North Main Street, view from southeast

INFILL DEVELOPMENT OPPORTUNITY: PARKING LOT CONVERSION

MCDONALD STREET AT BROOME



Rendering of potential Structure at the northwest corner of Broome Street and North Main Street, view from northeast

INFILL DEVELOPMENT OPPORTUNITY: THE TRIANGLE

SOUTHWEST OF NORTH CHURCH AND NORTH BROOME STREETS

HIGHLIGHTS:

- Approximately **78,000 SF** of hospitality, retail, and commercial space
- Mix of 2- and 3-story buildings aligned with downtown scale and character
- Located two blocks from downtown core, strengthening the northern gateway
- Surface parking supports lower-level tenants and site flexibility
- Conceptual plan demonstrates potential for coordinated public-private infill
- Reinforces walkability and expands downtown’s reach northward

COMMENTS:

This site offers a prime opportunity for expanded parking. Options include a surface lot, two-level deck with access from NC 16 and N. Church Street, or a multi-level garage. The table to the right describes the estimated number of spaces based on the height of the structure Active ground-floor uses should wrap any structure to preserve the pedestrian experience. The Town and property owners should ensure design compatibility with Downtown Waxhaw’s historic character.



Massing study, view from northwest



Massing study, view from southeast

Height	Parking (est.)
1 Story	100 spaces
2 Story	200 spaces
3 Story	300 spaces

Estimated number of spaces based on height of a parking structure



Concept Development for The Triangle

INFILL DEVELOPMENT OPPORTUNITY: MILL DISTRICT INFILL

WEST OF WAXHAW MILLS, SOMER STREET EXTENDED

HIGHLIGHTS:

- Redevelops vacant lot with **138,000 SF** of commercial and mixed-use space (2- and 3-story buildings)
- Establishes strong pedestrian connections between Main Street Station and broader downtown
- Provides opportunity for entertainment, retail, or hospitality uses to activate the Mill District
- Potential future vehicular connection to the planned roundabout at East South Main Street and Old Providence Road
- Extends downtown activity eastward while respecting topography and surrounding context
- Capitalizes on natural grade changes to create a layered, walkable development pattern
- Supports Waxhaw's goal of creating a more vibrant and connected downtown edge



Concept Development for Mill District Infill



Massing study, view from southeast



Massing study, view from northwest

INFILL DEVELOPMENT OPPORTUNITY



Together, the four opportunity sites accommodate approximately 235,000 square feet of new development while preserving the scale, character, and walkability that define Downtown Waxhaw. These scenarios demonstrate how Waxhaw can optimize strategic infill without overbuilding or compromising context. The development program supports a mix of commercial, hospitality, and mixed-use buildings, and results in a net increase of 245 parking spaces, primarily through the integration of a context-sensitive parking structure. Even with this buildout, more than 100,000 square feet of additional market demand for retail, dining, and entertainment uses remains, leaving room for future opportunities and continued growth beyond these priority sites and throughout Waxhaw.

Site	Square Feet
McDonald and Church	8,500
North Main and Broome	11,000
Triangle	78,000
Mill District	138,000
Total	235,500

Site	Net Parking Spaces
McDonald and Church	-35
N Main and Broome	-20
Triangle	*+300
Net Increase	+245

**Estimate reflects the estimated maximum potential parking*

PARKING

Pursue Conveniently Located and Context-Appropriate Parking at the Triangle Lot

This site offers strong potential for expanded parking to support downtown growth. The site can accommodate approximately 100 spaces of surface parking, or up to 300 spaces with a 2- or 3-story structure. Increasing parking at this location provides critical capacity and enables redevelopment of underutilized properties for retail, dining, office, hospitality, or public uses. Survey data shows strong community support for structured parking: 48% of respondents favor a parking deck downtown, while only 30% oppose it. Respondents prioritize affordability, safety, cleanliness, lighting, and accessibility.

The site's natural grade and generous lot depth create an opportunity to design a visually discreet structure that fits the surrounding context and integrates with new development. A coordinated public-private partnership could deliver both the parking facility and a mixed-use anchor that activates a key gateway into downtown. This strategic investment increases parking capacity while advancing Waxhaw's vision for a walkable, small-scale downtown.

Sequencing: *This significant investment in parking capacity may be a necessary precursor to redeveloping existing surface lots, such as the Community Corner property at Broome Street and west North Main Street. Ensuring convenient and adequate replacement parking will help maintain public support and business access during redevelopment.*

CONTEXT-SENSITIVE STRUCTURED PARKING



Parking incorporated into a mixed-use setting in Staunton, NJ



Structured parking in Blowing Rock, NC, taking advantage of streetscape design and natural topography

Waxhaw can expand parking capacity without sacrificing small-town charm. Thoughtfully designed parking structures, especially when integrated into surrounding development or topography, can minimize visual impact while enhancing downtown functionality. These structures improve access and support economic growth, particularly when delivered through public-private partnerships that help share costs and maximize community benefit.

Photo sources: Google Earth and Wikimedia

PARKING

Modern parking structures can reflect a community's vision for visibility, character, and design. Whether treated as a public art piece, brand signage, or softened with living green screens, these examples show how creative design can either highlight or hide the structure, allowing towns like Waxhaw to choose the right level of visual presence and integration.



Examples of parking structures used as visual art (top), or wrapped with greenery to hide or minimize the structure (below)

PARKING AND MOBILITY

Continue to Pursue Surface Parking Partnerships

In addition to structured parking, Waxhaw should continue to leverage partnerships and ground leases to provide accessible surface parking throughout downtown. Locations south of South Main Street present promising opportunities for shared lots that serve events, business patrons, and downtown workers. These partnerships can expand public parking without requiring Town land acquisition or standalone capital investment. Flexibility and visibility should guide future agreements, ensuring these lots support both short-term needs and long-term redevelopment goals.

Optimize Existing Public Rights-of-Way

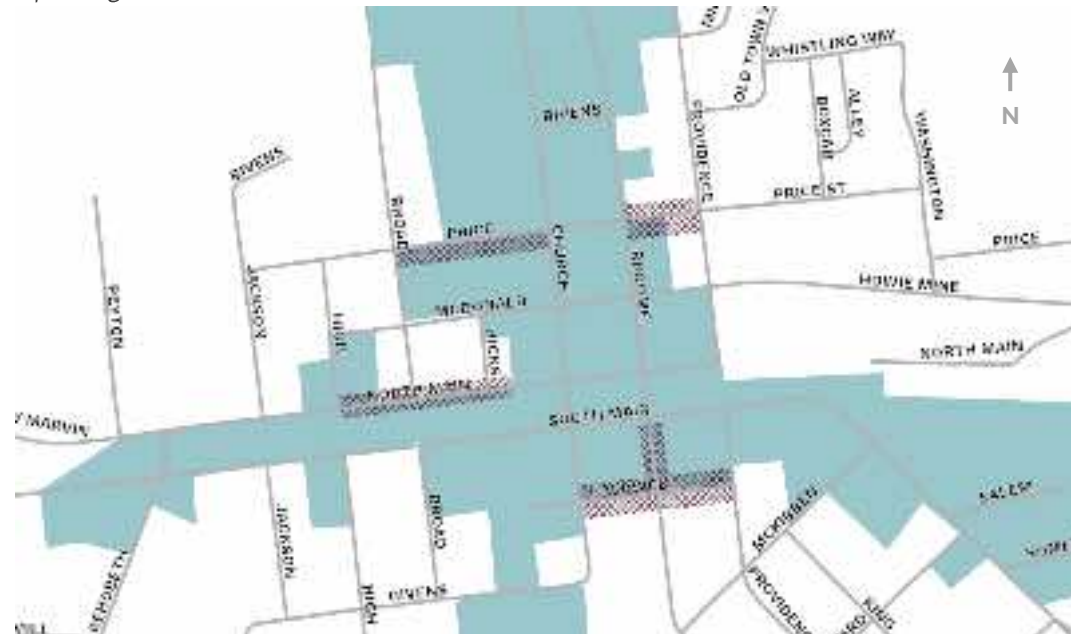
Waxhaw can unlock more parking by reconfiguring existing streets. Price, Caldwell, and South Broome Streets, for example, have wide rights-of-way suitable for angled or parallel parking without major infrastructure work. These changes can add capacity near key destinations while calming traffic and enhancing pedestrian safety. A coordinated signage and striping effort, especially south of South Main, will maximize the benefit of this low-cost strategy.

Improve Crosswalk Visibility and Safety

To safely connect parking areas with shops, parks, and public buildings, Waxhaw should upgrade all downtown crosswalks to high-visibility designs. Ladder-style or continental markings, with curb bump-outs and pedestrian signage, increase visibility and calm traffic. In some areas, nearby parking or landscaping may need adjustment. A consistent crosswalk design also supports downtown's brand and walkable, welcoming character.



(Left) Example of a “continental” style of high-visibility crosswalk used in Downtown Waxhaw. (Right) Example of an optimized right-of-way configuration to balance public parking and vehicular travel



Map depicting potential on-street parking locations within existing rights-of-way (potential locations shown as hatched areas)

PERIPHERAL INFILL & ADAPTIVE REUSE

Several traditionally residential properties along Downtown Waxhaw's edges, especially on East North Main Street, East South Main Street, and North Providence Street, offer strong opportunities for adaptive reuse and context-sensitive infill. Many of these properties sit on larger lots and, in some cases, include aging or underutilized structures that retain architectural or historic significance.

Rather than replace these properties, the Town should encourage their preservation and reuse for economically viable purposes, such as office space, boutique lodging, or small-scale event venues where appropriate. Examples might include structures like the Rodman House, Adams-Davis House, or W.R. McDonald Hotel, which could lend themselves to thoughtful reuse that maintains character while contributing to the downtown economy.

By reactivating these properties, the Town can preserve architectural character while breathing new economic life along the downtown edge. Once property owners stabilize and repurpose these homes, they can pursue complementary infill that aligns with Waxhaw's scale and walkability. The Town should continue using its Main Street, Neighborhood Center, and Town Center zoning districts to support this approach (described later in this document). Doing so will expand opportunities for active uses that respect the historic fabric and enhances Downtown's identity. Character areas such as Emerson Park or the Mill District are emerging nodes of activity that may warrant future inclusion in Downtown as they evolve.

CASE STUDY: CARRIAGE HOUSE INN, AIKEN SC



Hotel Infill Structure



Historic Home/Inn



Carriage House Property (Source: Google Earth)

The Carriage House Inn exemplifies how historic preservation can align with hospitality and economic development. Originally a private home built in 1872, the property was carefully restored and converted into a boutique inn. Over time, the owners added compatible new buildings, including a 24-room guest house on the large site, creating a 37-room hotel that fits seamlessly within downtown Aiken. The project preserved architectural character while expanding lodging capacity, showing how adaptive reuse and context-sensitive infill can revitalize historic properties and strengthen a community's tourism and downtown economy.

Photo Source: Carriage House Inn

PLACEMAKING

Preserve and Expand Flexible Public Space

As Downtown Waxhaw grows, the Town should preserve open, flexible spaces that invite community use. Areas near parks or civic landmarks, such as the lot at Broome and McDonald Streets, can support both parking and public life. With simple enhancements like movable seating, shade, and seasonal programming, these spaces can become vibrant hubs for daily activity, pop-up events, and community gatherings. A key opportunity lies in linking Downtown with Downtown Park via Barnes and the Sk8 Park, creating a continuous public realm that encourages exploration, recreation, and connection. Building on market data showing that downtown activity peaks after 6:00 p.m., encouraging select businesses to extend evening hours during key events or seasons can better serve existing visitors and maintain a vibrant, welcoming atmosphere into the night.

Bring Beauty to the Everyday Experience through Greening and Public Art

Landscaping and greenery enhance Waxhaw's identity as a walkable, people-first destination. The Town can partner with civic groups and local businesses to expand seasonal plantings and beautification efforts. Establishing a Heritage Tree Overlay would further protect and manage downtown's existing canopy, ensuring long-term shade and ecological value. In tighter areas, planters, container gardens, and other low-cost greening strategies soften hardscape and create inviting spaces to linger. These elements can also feature public art that showcases local creativity. Together, these efforts foster pride of place and encourage return visits.



Water Tank Park is an example of a unique flexible public space in Downtown Waxhaw

WAYFINDING

Waxhaw has already invested in high-quality vehicular signage, laying the foundation for a more complete and intuitive wayfinding system. Building on that progress, the next step is to strengthen visibility, expand pedestrian kiosks, and incorporate interpretive signage to improve the downtown experience for both residents and visitors.

This plan recommends the following key actions:

- **Enhance visibility of public parking signage** and expand directional signs to better guide drivers to available lots.
- **Improve wayfinding to key public spaces, including Downtown Park and civic landmarks**, through more visible and pedestrian-scaled signage.
- **Add gateway signage at major entrances to Downtown Waxhaw** to create a stronger sense of arrival.
- **Install pedestrian kiosks or information centers** near parking areas and high-foot-traffic locations to provide maps, announcements, and local highlights.
- **Expand interpretive tools such as printed and digital walking maps and historic markers** to tell Waxhaw's story and promote its attractions.
- **Pursue a streetscape plan** to ensure an attractive and consistent streetscape throughout Downtown Waxhaw.

Together, these strategies support accessibility, reinforce identity, and help connect people to the places and experiences that define Downtown Waxhaw.



Example of pedestrian-oriented business signage (upper left), Existing Downtown Waxhaw parking signage which may benefit from greater color contrast for visual identification (upper right), Existing wayfinding needs updating to direct visitors to Downtown Park (below).



WAYFINDING

The image to the right shows an updated sign concept that applies Waxhaw's branded color palette to improve visibility and make signage easier to read.

Alterations include:

1. Updating panel colors for consistency:
 - Destination
 - Emergency Medical
 - Parking
2. Shifting the "W" icon from watermark behind the panel to pole finial
3. Creating a pedestrian scale sign for additional destinations
4. New custom "P" icon for public parking
5. Enlarged "P" on parking sign to improve visibility
6. New pole-mounted gateway signage and downtown banners



CULTIVATING SPACE FOR ENTERTAINMENT AND ARTS

The Town of Waxhaw should take an active role in identifying a venue that can support the arts, culture, and entertainment in Downtown. Community input consistently emphasized the need for more local options for performance, visual arts, and gathering space. Whether through gallery exhibits, small theater productions, or music events, residents expressed a strong desire to celebrate creativity and enrich Waxhaw's cultural life.

Given limited available land in Downtown, the most viable path forward may involve adaptively reusing an existing structure or partnering with a private developer to incorporate cultural space into a larger mixed-use project. The Town should explore partnerships that support a flexible indoor venue capable of hosting rotating exhibits, small performances, and community workshops. It should also evaluate opportunities for shared maker or artist spaces that empower local entrepreneurs and artisans while drawing visitors Downtown.

In addition to supporting arts and culture, such a venue could provide much-needed space for civic functions, including public meetings and engagement activities like those held for this planning process. Waxhaw currently lacks a centrally located, indoor facility large enough to accommodate broad community participation in events and planning efforts. By leading efforts to identify and support a suitable space, the Town can strengthen Downtown's role as both a cultural and civic heart of the community.



Local talent, limited space: Dance Carolina Ballet rehearses in the Waxhaw Women's Club, illustrating the need for a venue to support local performing arts

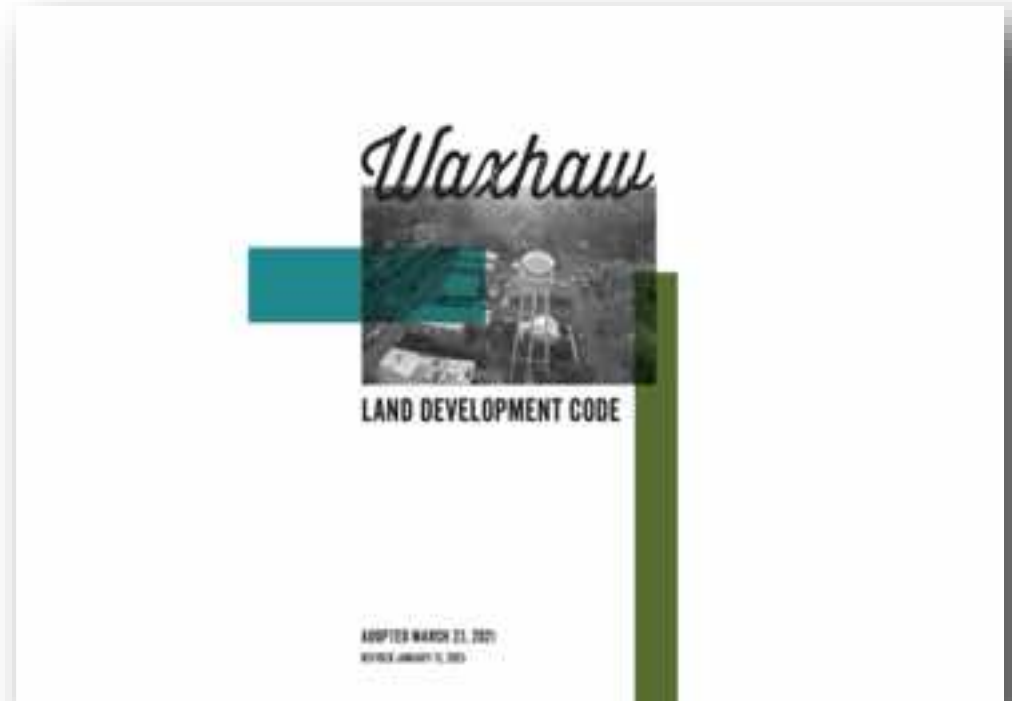
REGULATORY FRAMEWORK

Public engagement for the Downtown Master Plan revealed a clear priority: maintaining the unique character and scale that make Downtown Waxhaw a special place. Residents and business owners consistently emphasized the importance of balancing growth with authenticity. The Town's primary tools for achieving this balance include:

1. Zoning regulations in the Land Development Code,
2. Historic preservation standards, and
3. Influence afforded through public-private partnerships.

Zoning and Waxhaw's Land Development Code provides the framework for guiding how new buildings are constructed and used, especially in non-residential areas where demand for retail, dining, and office space continues to grow. Complementing this, historic preservation standards help protect the architectural authenticity of downtown, while participation in public-private partnerships ensures private investment supports community goals.

Creating a local historic district for adjacent residential areas would offer consistent protection for historic properties, aligning with recent updates to Chapter 160D of the North Carolina General Statutes. Together, these tools provide Waxhaw with a regulatory framework that supports intentional, compatible growth while preserving the charm and historic fabric of downtown.



The Waxhaw Land Development Code is a key factor in maintaining the look, scale, and feel of Downtown Waxhaw

REGULATORY FRAMEWORK

Land Development Code and Zoning Strategy

To guide intentional growth, the Town should consider expanding the Town Center zoning district into strategic area such as Providence Street south of Miller Drive, W North Main Street east of Peyton Court, and W South Main Street east of Rehobeth Road while avoiding non-contiguous rezonings and maintaining the downtown's compact form. As demand grows, zoning policies should prioritize active ground-floor uses like retail and dining, with office and studio space located in upper stories or along the downtown periphery. Enforcing interconnectivity standards will help knit new development into the existing fabric and improve walkability.

Design and Historic Preservation

Waxhaw's current zoning districts do not include architectural or design standards, leaving much of downtown vulnerable to incompatible alterations or new construction. Strengthening design regulations will ensure new development aligns with community expectations and protects the small-town character residents value. Expanded standards should address key elements such as building scale and massing, façade materials, ground-floor transparency, rooflines, and site design.

The Town can implement these protections by amending the Land Development Code, applying design overlay standards to the Main Street and Town Center districts, or establishing a local historic district. Aligning the Building Exterior Improvement Grant program with these standards will further ensure private investment supports public goals. Evaluating landmark status for nearby historic residential properties would also extend preservation protections and reinforce downtown's architectural authenticity.

DESIGN GUIDANCE



The historic Belk Building (now Waxhaw Women's Club) provides an excellent basis for informing future design guidelines in the Main Street and Town Center zone districts

REGULATORY FRAMEWORK

Regulating and Supporting Food Truck Activity

Food trucks play an evolving role in downtown vitality, but their success depends on thoughtful regulation that balances activation with fairness. Waxhaw should update its Land Development Code to prohibit food trucks along North and South Main Streets, while creating a special permit process for events managed by the Town or Downtown Waxhaw Association. These permits should limit the number of trucks, prioritize sponsored partnerships with brick-and-mortar establishments, and ensure food trucks complement, not compete with, the permanent dining scene. Adjusting permit fees to better reflect restaurant overhead will further promote fairness.

Additionally, once sewer upgrades are complete, the Town should consider construction of a dedicated food truck alley behind North Main businesses. This location offers visibility and flexibility while activating underused space. With clear guidelines and targeted investments, food trucks can enhance downtown's vibrancy without compromising its identity.

FOOD TRUCK REGULATION



Food truck court/alley example, using cost-efficient placemaking

Recommended Changes for Food Truck Operations

1. Establish a special event permitting process managed by the Town or Downtown Waxhaw Association.
2. Limit the total number of food truck permits to control competition and overuse of public space.
3. Prohibit food trucks on North and South Main Streets.
4. Allow food trucks only when sponsored by bars, breweries, or distilleries with limited food service; sponsors ensure compliance.
5. Increase permit and operating fees to reflect the value of public space and support oversight.
6. Evaluate creation of a designated food truck alley behind North Main Street once septic systems are removed.

ORGANIZATIONAL FRAMEWORK

Strengthening Organizational Capacity

To implement the initiatives outlined in this plan, Waxhaw must build the organizational capacity necessary to manage complex redevelopment projects and foster effective public-private partnerships. The Town should formally recognize the Downtown Waxhaw Association as its Downtown Development Association, positioning it as a key partner in economic development, community engagement, and project coordination.

With additional staff support and targeted training, the organization can take on a greater role in facilitating strategic partnerships, promoting local investment, and coordinating implementation efforts. Establishing a clear framework for public-private partnerships will clarify expectations, align incentives, and streamline collaboration with private-sector partners on key infill and redevelopment sites.

PREPARING FOR PUBLIC-PRIVATE PARTNERSHIPS

How a Public-Private Partnership Can Work in Waxhaw

- 1. Build Capacity:** Strengthen the Downtown Waxhaw Association (DWA) to function as a Downtown Development Corporation (DDC), capable of holding land, managing incentives, and partnering with developers.
- 2. Secure Site Control:** Establish authority through MOUs, option agreements, or partnerships with property owners to guide redevelopment efforts.
- 3. Assess Feasibility:** Engage a real estate consultant, such as the UNC Development Financing Initiative, to conduct market and site analysis to confirm demand, identify infrastructure needs, and evaluate zoning or overlay requirements.
- 4. Issue Development Opportunity Package:** Release an RFP or RFQ that outlines project goals, available incentives, and required public elements like parking or plaza space.
- 5. Negotiate Development Agreement:** Define roles, responsibilities, public benefits, and performance milestones in a three-party agreement.
- 6. Finance Public Improvements:** Use tools such as synthetic project development financing, user fees, or grants to fund infrastructure components.
- 7. Implement and Operate:** Approve final designs, phase construction, and assign clear operational responsibilities while communicating progress with the public.

CASE STUDIES: PUBLIC-PRIVATE PARTNERSHIPS



Photo source: Zillow

Chapel Hill: 140 West Franklin Street

Chapel Hill used a public-private partnership (P3) to redevelop a town-owned surface lot into 140 West Franklin, a mixed-use development with residential, retail, and a 337-space public parking garage. The Town retained ownership of the garage and financed its construction, while the private developer built and manages the private components above and around the structure.

The garage was carefully integrated into the building's design to maintain an active street edge and complement the surrounding downtown environment. The Town issued an RFP outlining its goals and negotiated a development agreement that defined responsibilities, design standards, and long-term public benefits. This P3 structure allowed Chapel Hill to deliver public infrastructure while leveraging private investment for downtown revitalization.



Greenville: RiverPlace Parking Deck and Mixed-Use

Greenville's RiverPlace project transformed underused riverfront land into a vibrant downtown destination through a multi-phase public-private partnership. As part of the first phase, the City partnered with a private developer to construct a 324-space public parking deck integrated into a larger mixed-use building featuring office, retail, and residential units.

The City financed the garage and retained ownership, while the private partner delivered the surrounding development. Public investment in structured parking and infrastructure improvements helped catalyze broader economic activity and enabled additional development. The City structured the deal through development agreements that ensured design quality, coordinated phasing, and public access. RiverPlace became a model for downtown revitalization, demonstrating how strategic public investment in parking can support private development and long-term urban growth.

ORGANIZATIONAL FRAMEWORK

Developing Sustainable Funding Tools

Long-term success in Downtown Waxhaw depends on sustainable, flexible funding strategies. The Town should pursue a multi-pronged approach that includes competitive grant opportunities, strategic use of Town-owned property, and innovative tools such as synthetic Project Development Financing.

Coordinating evening retail hours with existing events or peak dining periods, when parking is already near capacity, offers a cost-effective strategy to boost sales tax revenues while enhancing the visitor experience.

In addition, Waxhaw should consider establishing a Municipal Service District (MSD) to generate dedicated revenue for downtown improvements, maintenance, and programming. An MSD can provide a reliable funding stream for the Downtown Waxhaw Association, supporting its expanded role and helping ensure consistent investment in the public realm.



Uptown Shelby MSD boundaries

CASE STUDY: MUNICIPAL SERVICE DISTRICT



Uptown Shelby (NC) Municipal Service District

The Uptown Shelby Municipal Service District (MSD) provides enhanced services such as marketing, events, streetscape maintenance, and public space improvements to support the vitality of the historic downtown. Funded through a dedicated property tax on parcels within the district, the MSD enables the Uptown Shelby Association to lead business support and placemaking efforts. This targeted investment has helped attract new businesses, increase foot traffic, and maintain a welcoming and vibrant downtown environment.

Photo source: Shutterstock



**DOWN
TOWN**
Waxhaw

**IMPLEMENTATION
STRATEGIES**

IMPLEMENTATION STRATEGIES

The following table outlines specific implementation actions designed to advance the Downtown Waxhaw Master Plan. Each item is categorized by timing:

- **Short-term** – to be initiated within the next 2 years
- **Medium-term** – to be implemented within 5 years
- **Long-term** – to begin after 5 years or to represent ongoing efforts throughout the plan’s duration

These strategies provide a roadmap for public investment, policy updates, and partnership opportunities that will guide Waxhaw’s continued downtown growth and success.

TIMING	PROJECT/TASK	PLAN PAGE REFERENCE
Navigating to and Around Downtown		
<i>Improve Pedestrian, Bicycle, and Vehicular Access Between Downtown and Waxhaw Neighborhoods</i>		
Short	Install thematic lighting, signage on the north side of East Main Street to the Mill District	41, 44
Med	Widen sidewalk on the north side of East Main Street to the Mill District	41, 44
Med	Widen sidewalks along Howie Mine Road	41, 44, 45
Med	Develop a greenway connection from Emerson Park to Downtown	41, 43, 44
Med	Construct a multi-use path along Waxhaw Marvin Road	41, 43, 44
Med	Construct trailheads with directional signage along trail connections adjacent to the Waxhaw Parkway and other key bicycle/pedestrian routes into Downtown	43, 44
Med	Complete western segment of the Waxhaw Parkway to provide alternative routes for through traffic and reduce congestion in Downtown Waxhaw	47
Long	Continue to pursue missing segments or improve existing segments of the Carolina Thread Trail to a minimum 8-10 foot trail width where feasible	41, 44, 46
Long	Continue to pursue an eastern segment of the Waxhaw Parkway to provide alternative routes for through traffic and reduce congestion in Downtown Waxhaw	43, 47
Long	Evaluate the feasibility for a multi-use path along E South Main Street to separate bicyclists from vehicular traffic	47

IMPLEMENTATION STRATEGIES

TIMING	PROJECT/TASK	PLAN PAGE REFERENCE
Navigating to and around Downtown		
<i>Improve pedestrian and bike connections and safety within Downtown</i>		
Short	Construct missing sidewalk segments along Broome Street to establish continuous pedestrian infrastructure on both sides of the street, where feasible.	41, 44, 50
Short	Construct missing sidewalk segments along Caldwell Street to establish continuous pedestrian infrastructure on both sides of the street, where feasible.	41, 48, 49
Short	Evaluate a sidewalk connection on the north side of E South Main Street from Broome Street to the Overhead Bridge	41, 48, 49
Short	Evaluate the feasibility of reconfiguring the South Main Street/Broome Street intersection to reduce conflicts between pedestrian crossings and high volume vehicular turning movements from southbound Broome Street on to E South Main Street	41, 47, 48
Short	Evaluate the feasibility of a turning lane from eastbound W South Main Street to northbound Broome Street	41, 47, 48
Short	Remove 2-4 angled on-street angled parking on the north side of W South Main Street to maximize pedestrian visibility and safety at the Barnes Park crosswalk	48
Med	Connect downtown to Downtown Park through Barnes Park and the Waxhaw Sk8 Park	41, 44, 46, 48, 49
Med	Continue the existing E North Main Street pedestrian improvements to the block of W North Main Street between Broome Street and Church Street	41, 46, 48, 49
Med	Extend pedestrian and bicycle access from Main Street through Waxhaw Downtown Park to South Providence School and nearby neighborhoods	41, 44, 46, 49
Long	Upgrade all downtown crosswalks to high-visibility formats	60

IMPLEMENTATION STRATEGIES

TIMING	PROJECT/TASK	PLAN PAGE REFERENCE
Navigating to and Around Downtown		
<i>Improve downtown wayfinding and signage</i>		
Short	Improve the visibility of signage for public parking areas	63, 64
Short	Improve directional signage to Downtown Park	63, 64
Med	Install pedestrian-oriented directional signage to key community locations in Downtown	63, 64
Med	Install gateway signage at key vehicular entrances to Downtown Waxhaw	41, 50, 63, 64
Med	Install additional kiosks and information centers at high-traffic downtown pedestrian nodes and/or near public parking	63
Long	Continue to develop visitor education and wayfinding tools such as interpretative signage, printed and digital maps, and other resources to highlight Waxhaw's history, attractions, and events	63

IMPLEMENTATION STRATEGIES

TIMING	PROJECT/TASK	PLAN PAGE REFERENCE
Optimize parking options in Downtown Waxhaw		
Short	Pursue parking leases with private property owners south of South Main Street to increase availability of public parking	60
Short	Create or expand on-street parking on existing public right-of-way on Price, Caldwell, and S Broome Streets	60
Med	Pursue a public-private partnership to facilitate the construction of an approx. 300-space parking structure and associated development southwest of Broome Street and N Church Street	41, 55, 57, 58, 59
Invest in creating beautiful and inclusive public spaces		
Short	Pursue partnerships with local organizations to plant and maintain additional seasonal landscaping throughout Downtown	62
Short	Consider a Downtown Greening Plan for expanding low-cost greening efforts, including movable planters and container landscaping, in locations where permanent beds or tree wells are impractical or infeasible	62
Short	Construct a dedicated food truck alley behind North Main Street businesses following completion of planned sewer infrastructure improvements	68
Short	Develop a streetscape plan and strategy to promote consistent streetscape design throughout Downtown Waxhaw	62, 63, 64
Med	Consider a Heritage Tree Overlay district to preserve and promote a healthy downtown tree canopy	62
Long	Prioritize pedestrian connectivity of infill development within the Mill District, north of W South Main Street	56, 60
Long	Identify and pursue partnerships for a flexible indoor cultural venue downtown that can support gallery exhibits, local theater, and small performances	65
Long	Maintain a portion of the Community Corner at the southwest corner of Broome Streets and McDonald Streets as a flexible community space and extension of Water Tank Park	41, 52

IMPLEMENTATION STRATEGIES

TIMING	PROJECT/TASK	PLAN PAGE REFERENCE
Facilitate additional commercial square footage in Downtown Waxhaw		
Med	Leverage public-private partnership opportunities to transform the site southwest of Broome and Church Streets into a mixed-use anchor with a public parking structure and integrated gateway signage.	41, 55, 58
Med	Evaluate the feasibility of a shared artist or maker space Downtown, such as a creative co-op, studio/gallery hybrid, or flexible maker venue, that supports local entrepreneurs, artisans, and cultural programming	65
Med	Pursue a context-appropriate hotel in Downtown Waxhaw	55, 60
Med	Encourage adaptive reuse and context sensitive infill for large residential properties adjacent to the Main Street zone district	60
Long	Add 200,000 square feet of additional commercial space in Downtown Waxhaw in 10 years	37, 38, 41
Long	Promote development/redevelopment of vacant or underutilized parcels within areas zoned Main Street and Neighborhood Commercial for additional retail, restaurant and hospitality uses	41, 60
Long	Maximize the potential of underutilized parcels in the Town Center district through context-sensitive redevelopment that includes office, lodging, and hospitality uses, while preserving historic structures where feasible	41, 60

IMPLEMENTATION STRATEGIES

TIMING	PROJECT/TASK	PLAN PAGE REFERENCE
Support the Master Plan through policy and organizational infrastructure		
Short	Expand the capacity of the Downtown Waxhaw Association to act as a Downtown Development Corporation (DDC) through staffing, training, and targeted consulting, enabling it to serve as a key conduit for economic development and a facilitator of public-private partnerships in Downtown Waxhaw	69
Short	Update the Land Development Code to provide clear design standards for the Main Street and Town Center zoning districts to ensure new construction aligns with the existing character and historic identity of Downtown Waxhaw	67
Short	Update the Land Development Code to require active ground-floor uses in the Main Street and Town Center zone districts	67
Short	Update the food truck regulations in the Land Development Code to prohibit trucks on North and South Main Streets, establish special event permits managed by the Town or Downtown Waxhaw Association, limit the number of permits to reduce competition with brick-and-mortar restaurants, and allow food trucks only as sponsored partners of limited-service establishments	68
Short	Adjust food truck permit fees to promote greater equity with the overhead costs incurred by traditional restaurant operators	68
Short	Establish a formal Public-Private Partnership (PPP) framework to support strategic redevelopment of key downtown sites, clarify development expectations, and streamline collaboration with private-sector partners	69
Short	Facilitate the promotion of evening retail activity through coordinated efforts with downtown businesses to extend hours during strategically selected days or events	62
Med	Develop a sustainable funding strategy for downtown enhancements, leveraging Town property sales, competitive grants, and innovative tools such as synthetic Project Development Financing	71
Med	Evaluate the expansion of the Town Center zoning district to include strategic growth areas such as both sides of Providence Street south of Miller Drive, properties fronting W North Main Street east of Peyton Court, and W South Main Street east of Rehobeth Road, while avoiding non-contiguous rezoning and ensuring cohesive, walkable development patterns	67

IMPLEMENTATION STRATEGIES

TIMING	PROJECT/TASK	PLAN REF
Support the Master Plan through policy and organizational infrastructure (ctd)		
Med	Align the Building Exterior Improvement Grant Program with adopted downtown design standards to ensure funded projects support Waxhaw's desired character and aesthetic goals	67
Med	Consider the creation of a local historic district, including residential properties, to preserve local assets and promote compatible infill development	67
Med	Support the growth of entertainment uses downtown by ensuring they are permitted in the Land Development Code, coordinating with event organizers and venue operators, and identifying suitable locations for live music, performing arts, and evening activities, with a preference for incorporating such uses into the redevelopment of Town-owned properties	65, 67
Long	Enforce interconnectivity requirements in and between new subdivisions	60, 67
Long	Consider the creation of a Municipal Service District for Downtown Waxhaw as a consistent funding source for maintenance, placemaking, and other activities to promote downtown	71
Long	Evaluate opportunities to expand the boundaries of the Downtown District as development occurs, particularly where property owners introduce commercial or active ground-floor uses. Targeted areas may include both sides of Providence Street south of Miller Drive, properties along W North Main Street east of Peyton Court, and W South Main Street east of Rehobeth Road. Consider including Emerson Park and Cottage Park commercial areas as they are built out and occupied.	41, 67
Long	Define and celebrate character areas within Downtown to reflect Waxhaw's diversity of uses and historic development patterns. Potential sub-districts include the Main Street District (historic core), Mill District (centered around Waxhaw Mills and new infill), Emerson Park, and Cottage Park. These identities can guide placemaking, branding, and future investments to strengthen a cohesive yet varied Downtown experience.	41, 67

TOWN OF WAXHAW

2025 Downtown Master Plan

BOUDREAUX

