Leadership and Commitment

Nonprofits and governing bodies can plan, but implementation takes a commitment from the entire community. In Salisbury, the private sector and the philanthropic community are deeply committed to achieving this shared vision.

City of Salisbury
North Carolina

August 27, 2010

To Our Citizens, Merchants, Entrepreneurs and Other Interested Parties:

The City of Salisbury has been a key player in the life of Piedmont North Carolina for over 250 years, and for the last 100 years downtown Salisbury has been the heart of our City. Our downtown serves as an economic center, social and religious center, base of local government, as the County Seat, and as an historic and cultural site.

In 2001, the first Downtown Master Plan was adopted, and the accomplishments over the last 10 years are remarkable:

- 40 new residential units have been added
- 244 new parking spaces are now available
- Removed all but one metal façade in the entire historic downtown area
- Completed a third performing arts venue that now gives the City over 700 seats in three downtown locations
- Experienced an explosion in growth of the arts community including two new large artists co-ops, studio and galleries, and the addition of many artists who have moved their studios and residences to Salisbury
- Downtown Development Corporation (DSI) has purchased the last large un-renovated building in the downtown area – The Empire Hotel

Since the first Downtown Master Plan was adopted, over $51 million has been invested in the downtown area. The City has invested over $1 million in land adjacent to The Empire Hotel with hopes that in the future an event center that meets the needs of both citizens and visitors can be created.

In today’s changing world, older downtown areas must compete with the latest trends, and we, as a community, must continue the work of attracting citizens and visitors to discover downtown Salisbury.

I am pleased to introduce the 2010 Downtown Master Plan, and I am proud to be a part of a group who work to continue making the plan a reality. This plan addresses new challenges, opportunities, ideas, strategies, investments, and strives to offer our citizens and visitors the opportunity to “Discover What’s Inside.”

Sincerely,

Susan W. Kluttz
Mayor

217 S. Main Street   P.O. Box 476   Salisbury, N.C.  28145   Phone: (704) 638-5231   Fax: (704) 638-8499
When a group of involved citizens met repeatedly in 1999 and 2000 formulating the plan which would be adopted in 2001, few dreamed of implementing even a small portion of the plan in the first nine years. Fortunately, Salisbury has been successful in implementing much of that plan. 

Visions of creating a festival and entertainment area on Fisher Street, an arts district in the largely abandoned Lee Street Warehouse District, a landscaped entrance at the Innes Street gateway to the downtown, a new place to experience our native-born soft drink, Cheerwine, along with many other ideas became reality from 2001 to 2010. The new Master Plan builds upon the success of the 2001 plan and much more.
The process for creating the 2010 plan began with trips to Greenville, SC on April 23, 2009 and Asheville, NC on May 7, 2009. Sponsored by F&M Bank and the Salisbury Post, these fact finding missions allowed participants to tour those cities, meet with local officials, and see firsthand their downtown development efforts.

Planning Session One on May 28, 2009 at the Rowan Museum was attended by approximately 100 participants. Downtown Salisbury, Inc. Board Chairman Dick Huffman and 2001 Master Plan Committee Chairman Edward Norvell gave a presentation on accomplishments from the 2001 Plan. Raleigh Assistant City Manager Dan Howe presented “We’re All in This Together” and former North Carolina Main Street Director Rodney Swink led a brainstorming session that generated over 400 ideas. Participants prioritized the ideas which were then turned over to the Design Master Plan Committee.

The Committee, with the assistance of Rodney Swink, began grouping like ideas for further refinement by participants at the next session. The Committee also reviewed the seven overarching goals and made minor revisions to those goal statements.

Planning Session Two on June 23, 2009 at the Looking Glass Artist Collective/Black Box Theater was also well attended. Some 80 participants were briefed on the results from the previous session and assisted in grouping and editing similar ideas from that session. They finalized the strategies and assigned each to one of the seven goals. Once again, ideas were prioritized and the Committee incorporated the outcomes from both sessions into a final plan that included a redesign of the map.

At Session Three on March 23, 2010, the plan was presented to around 100 attendees who were then given the opportunity to comment on the presentation and the new map. Because the plan was an accurate presentation of the previous sessions, comments were few. Minor changes were made based on the comments and the plan was readied for adoption.

On April 27, 2010, the new Master Plan was officially adopted by the Board of Directors of Downtown Salisbury, Inc. On May 4, 2010, three days before the one year anniversary of the beginning of the process, the Plan was adopted by the Salisbury City Council in a unanimous vote.
HISTORICALLY SPEAKING…
A 250+ YEAR TRACK RECORD…

Since 1753 Downtown Salisbury has been the center of commerce for Rowan County and the Piedmont area of North Carolina. Covered with “modern” metal facades in the 1950s and 1960s, our downtown has been restored to its original splendor through years of sensitive restoration.

SOUTH MAIN, EAST SIDE

The 100 Block of South Main, East Side in the late 1960s. Photos courtesy of Jim Dunn.

The 100 Block of South Main, East Side in 2010. Photo by Aaron Cress.

SOUTH MAIN, WEST SIDE

The 100 Block of South Main, West Side in the late 1960s. Photos courtesy of Jim Dunn.

The 100 Block of South Main, West Side in 2010. Photo by Aaron Cress.

Downtown Salisbury is still home to the largest concentration of businesses and employees in Rowan County, boasting a net gain of over 1,000 jobs in the last 30 years. The number of people currently employed in the Downtown census tract is over 4,500.
While Salisbury has a population of over 32,000, we serve a **Primary Trade Area of 81,599**. The Primary Trade Area is a six zip code area immediately around Salisbury, most of which is within a 10 minute drive of the downtown. One can drive from Salisbury to Spencer or Granite Quarry unaware of the political boundaries. The size and strength of the surrounding market have created a city with sales per capita figures that are third in North Carolina behind the tourist driven markets of Asheville and Wilmington.

The **Secondary Trade Area** has a population of **365,404** and is a growing segment of the downtown market. Efforts to reach out to that population with special events and cultural offerings have increased in recent years.
While visitors travel hours to come to Salisbury, we consider our Tertiary Trade Area to be a 60 minute drive time from the downtown. Within that 60 minute drive time is a population of 2,896,479.

Salisbury boasts the highest population within a 60 mile radius or a 60 minute drive of any city in North Carolina.

2.8 Million Within An Hours Drive

Salisbury-Rowan
Charlotte
Raleigh
Greensboro
Greenville, SC

Total Number of People

60 MINUTE DRIVE

60 MILE RADIUS

200,000
400,000
600,000
800,000
1,000,000

Tertiary Trade Area Facts
- 2,896,479 Population
- 19.6% Population growth since 2000
- $62,076 Average Household Income

Retail and Restaurant Sales Per Capita

(Cities Ranked by Population)

Per Capita Retail Sales

Per Capita Restaurant Sales

Top Cities:
- Salisbury
- Charlotte
- Raleigh
- Greensboro
- Winston-Salem
- Durham
- Fayetteville
- Cary
- Wilmington
- High Point
- High Point
- Asheville
- Jacksonville
- Concord
- Rocky Mount
- Chapel Hill

Graph by Joe Minicozzi, AICP of Public Interest Projects for the Asheville Downtown Association

...With Proven Sales
A leader in preservation, Salisbury has witnessed the impact of preserving history and improving place through thoughtful design. Higher retail sales, higher property values, and more downtown residential development have resulted from over 30 years of carefully restoring historic structures while moving forward with compatible new construction.
This project was made possible by generous contributions from:

**BJR**

THE BLANCHE & JULIAN ROBERTSON FAMILY FOUNDATION, INC.
SALISBURY, NORTH CAROLINA

For more information about business or investment opportunities in Downtown Salisbury, please contact:

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P.O. Box 4166  |  Salisbury, NC 28145-4166
Phone: (704) 637-7814  |  Fax: (704) 314-4565  |  www.DowntownSalisburyNC.com
A PLACE TO EXPERIENCE HISTORY

The Downtown Salisbury Master Plan adopts a focus on preserving the city’s rich history and cultural heritage, with strategies to enhance and celebrate these assets.

- **Strengthen ties to outstanding neighborhood and support their continued development.
- Install historically inspired interpretive and informative public art.
- Enhance the city’s historic narrative through tours, marketing, and public programs that feature the community.
- Coordinate a Citywide Interpretive Center.
- Develop Candidate Sites Interpretive Center.
- Engage with organizations to lead the development of cultural/historical resources.
- Implement interpretive pathways for historical tours.
- Improve the Riverwalk and historical landmarks.
- Improve access to local museums and cultural sites.
- Support special municipal site packages, churches, African American history, Civil War, etc.
- Develop outstanding celebration/commemoration of Salisbury history.

A PLACE TO SHOP & DINE & PLAY

Downtown Salisbury is a vibrant retail, cultural, and entertainment center for residents and visitors alike. The master plan focuses on providing a unique collection of businesses that offer quality goods and services at a competitive price, creating a positive environment for both locals and tourists.

- Enhance public accessibility.
- Create and implement an integrated social media strategy.
- Create and maintain a business-friendly atmosphere.
- Increase customer loyalty through efficient business hours.
- Improve short-term parking availability.
- Improve maintenance of sidewalks, alleys, and parking areas.
- Complete intersection improvements for pedestrians.
- Expand targeted retail investment.
- Maintain the Downtown as a vital retail, cultural, and entertainment district.

A PLACE TO LIVE

Downtown Salisbury is a lively urban residential district, offering a unique blend of urban living and suburban conveniences. The master plan aims to support the growth of this dynamic neighborhood.

- Maintain the Downtown as a diverse, lively urban residential district.
- Expand parking, retail, and urban residential housing within a larger radius.
- Identify new or improved transportation opportunities.
- Encourage business growth by coordinating business services and programs that meet the needs of Downtown residents.

A PLACE TO GATHER AS A COMMUNITY

Downtown Salisbury is a cultural and social hub, with activities and events that attract people of all ages. The master plan aims to continue this vibrant community spirit.

- Create a large outdoor assembly space Downtown.
- Create a special events committee to coordinate community and regional events.
- Establish and maintain the Downtown as an area for special events.
- Create a “Downtown” brand identity for special events.
- Establish new forms of artist collaborative events.
- Expand cooperation efforts among Downtown institutions to create joint programs.

A PLACE TO CREATE & LEARN

Downtown Salisbury is a thriving cultural hub, with opportunities for artists and cultural organizations. The master plan aims to support and enhance these efforts.

- Increase college participation and student involvement in arts programs.
- Publish the Salisbury Master Plan guidebook.
- Enhance public art programs in Downtown Salisbury.
- Enhance cultural institutions and programs.
- Cooperate with artists and cultural organizations.
- Encourage the creation of a special events calendar.

A PLACE TO FLOURISH AS A BUSINESS & WORKING COMMUNITY

Downtown Salisbury is a business-friendly environment, offering opportunities for small businesses and entrepreneurs. The master plan aims to support and enhance this business culture.

- Create new partnerships and networks.
- Enhance the City’s brand identity.
- Support small businesses and entrepreneurs.
- Enhance economic development efforts, focusing on small businesses.
- Develop a strategic plan for Downtown Salisbury.

A PLACE TO PROVIDE FOR THE COMMUNITY

Downtown Salisbury is a community that supports and empowers its residents. The master plan aims to ensure that the city’s social and economic needs are met.

- Develop a comprehensive master plan.
- Enhance the City’s brand identity.
- Support small businesses and entrepreneurs.
- Develop a strategic plan for Downtown Salisbury.
- Enhance economic development efforts, focusing on small businesses.

A PLACE TO BE A GREAT PLACE TO VISIT

Downtown Salisbury is a destination that attracts visitors from all over. The master plan aims to create a welcoming and enjoyable environment for visitors.

- Enhance the City’s brand identity.
- Support small businesses and entrepreneurs.
- Develop a strategic plan for Downtown Salisbury.
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A PLACE TO BE A GREAT PLACE TO WORK

Downtown Salisbury is a community that values and supports its workforce. The master plan aims to enhance the city’s work environment.

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A PLACE TO BE A GREAT PLACE TO RESIDE

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A PLACE TO BE A GREAT PLACE TO PLAY

Downtown Salisbury is a community that values and supports its residents. The master plan aims to enhance the city’s play environment.

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A PLACE TO BE A GREAT PLACE TO STUDY

Downtown Salisbury is a community that values and supports its students. The master plan aims to enhance the city’s study environment.

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