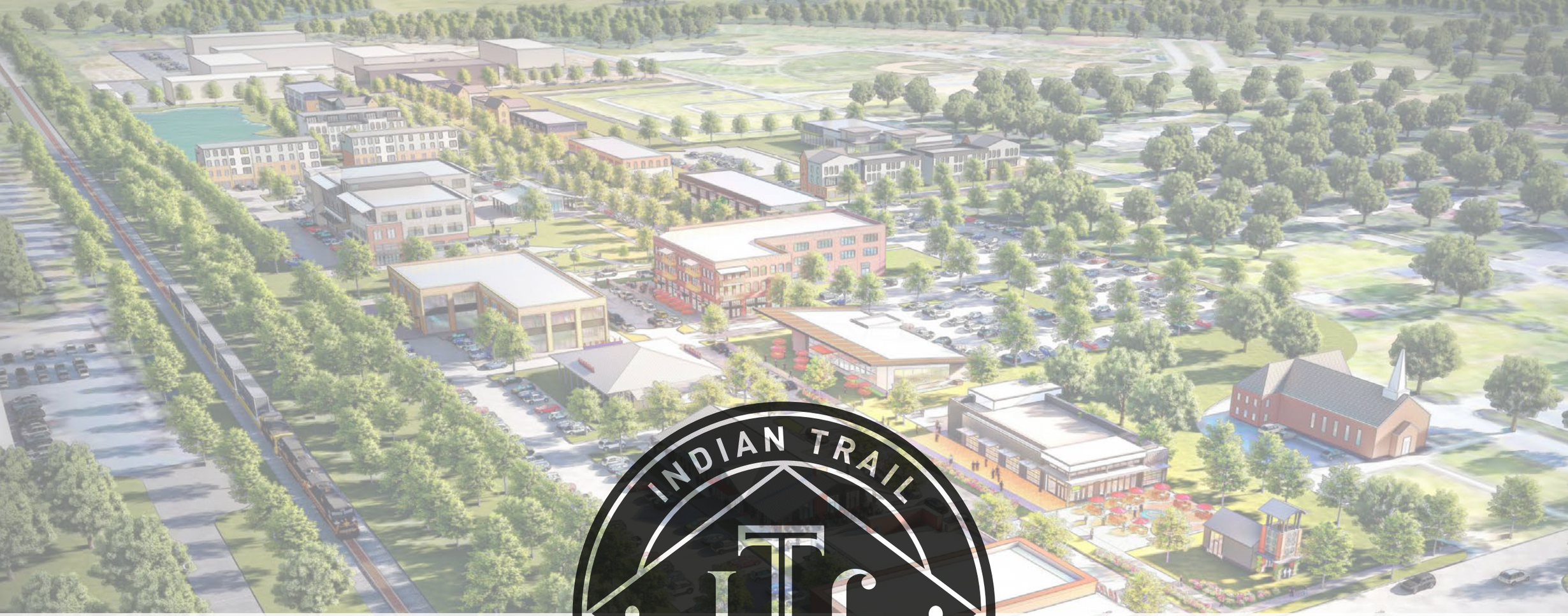
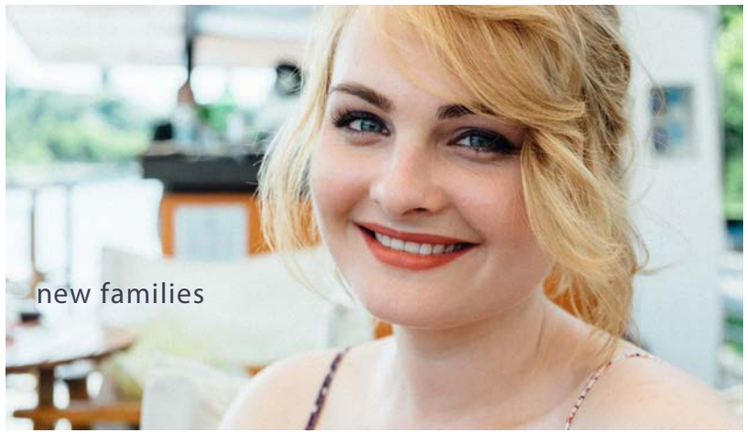


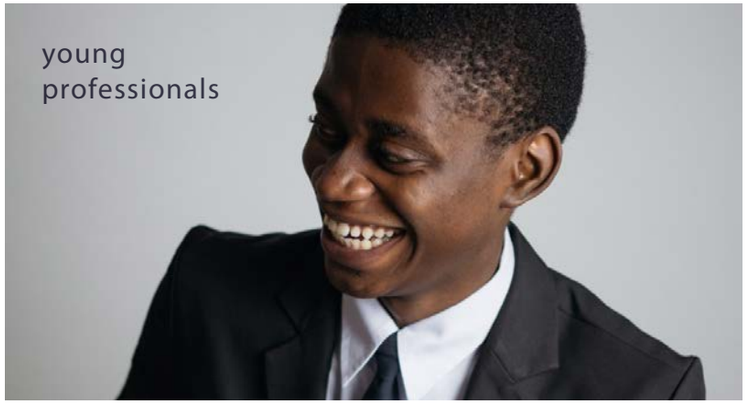
INDIAN TRAIL TOWN CENTER

A VISION TO CREATE A HOME FOR INDIAN TRAIL

MARCH 25, 2019

HOME IS where family
memories live, where friends come
together, where meals are shared,
where traditions are made, and where
the past and present come together.





WE WILL CREATE A HOME FOR INDIAN TRAIL

With a quickly growing population, Indian Trail needs a place for families and friends to meet and make memories. We intend to create a mixed-use downtown with residences, restaurants, commercial and office space that allows Indian Trail to thrive. We still remember childhood days of train depots and lazy summer afternoons, of families and neighbors, and of classic North Carolina small towns. We imagine a place that looks forward to a promising future, but holds on to the simple pleasures that only a North Carolina small town can provide.

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(TO BE UPDATED)

1 BELL TOWER
An iconic structure for the community

2 BELL TOWER PLAZA (& POTENTIAL FUTURE DEVELOPMENT SPACE)
A key space for farmers markets, food trucks, and gatherings

3 THE GREEN
The key gathering public space for the Town of Indian Trail

4 MAIN STREET
A shopping, dining, and walking street where neighbors meet

5 THE POND
A necessary infrastructure element that becomes a natural asset.

KEY

RETAIL: 98-103k sqft

DAYCARE: 12-15k sqft

OFFICE/RESIDENTIAL: (2nd-3rd Floor) 100-106k sqft

TOWNHOME: 63-65 units

PARKING: 700-730 total (600-630 surface + 100 on-street)

EXPERIENCE PRINCIPLES

A PLACE OF LASTING VALUE

We will create a place of lasting value by designing streetscapes, buildings, and outdoor spaces that compel residents and visitors to regularly visit and make lasting memories with friends and family.

AN 18-HOUR TOWN CENTER

By mixing office and residential uses with commercial uses that engage users morning, noon, and night, this development will become an 18-hour '3rd place' for Indian Trail.

MOMENTS TO REFLECT ON THE PAST

Although Indian Trail is now a suburban community, its roots are in trade and commerce. We will embrace this history with design cues to a railroad past and creating moments for lifelong learning.

FRIENDLY AND WELCOMING WITH FRESH TAKES ON CLASSIC DESIGNS

The architecture, landscape, and signage will be contemporary, but also comfortable. With a foot in the past and focused on the future, designs will be comfortable and welcoming

MEMORABLE AND UNIQUE

The unique combination of uses and designs, along with moments of wit and surprise will create a unique place that will evolve with time.

A RAIL HERITAGE

THE TOWN OF INDIAN TRAIL , INCORPORATED IN 1907, GAINED ITS PROSPERITY AS A STOP ALONG THE SEABOARD COAST LINE RAILROAD BETWEEN CHARLOTTE AND MONROE, NC

A PROMISING FUTURE

NOW, INDIAN TRAIL IS A QUICKLY GROWING TOWN OF FAMILIES, NEIGHBORS, AND FRIENDS. AS IT GROWS, IT HAS THE MOMENTUM AND SIZE TO SUPPORT PLACES TO LIVE, WORK, AND PLAY.

THE LOOK

CAROLINA CROSSING

FRESH COMFORTABLE DOWNTOWN

CLEAN & SIMPLE FORMS

CONTEMPORARY & FRIENDLY

COMPELLING OUTDOOR SPACES

DEPOT-INSPIRED DETAILS

REGIONAL MATERIALS

CLASSIC DOWNTOWN, MODERN SENSIBILITIES

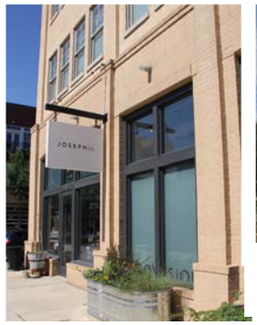
INSPIRED BY PIEDMONT DOWNTOWNS

GABLE ROOFS AND PARAPETS

INDOOR-OUTDOOR CONNECTIONS

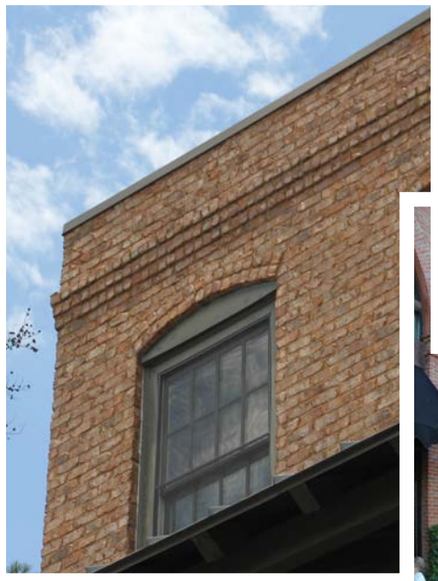
SIMPLE VOLUMES

RHYTHMIC BAYS



PROVEN PROPORTIONS, SIMPLIFIED ORNAMENT

THE BIG MOVES ARCHITECTURE

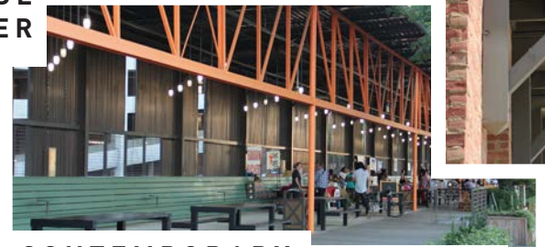


SURPRISE AND DELIGHT

RAILROAD-INSPIRED DETAILS

WELL-CRAFTED MASONRY

PROVIDE SHADE AND COVER



CONTEMPORARY MOMENTS

WARM COLORS + NATURAL TONES

DEPOT-INSPIRED WIT AND WARMTH

ARCHITECTURE DETAIL INSPIRATION

RR INSPIRED MATERIALS

CONTEMPORARY MOMENTS

MEMORABLE AND ICONIC

This tower represents the importance of this project to Indian Trail. As an iconic tower, it creates a recognizable landmark for the area. Rather than an edifice that mimes past tropes, our 'Belltower' is an occupiable space for relaxing, meeting friends, or enjoying the afternoon.

THE BELLTOWER ARCHITECTURE

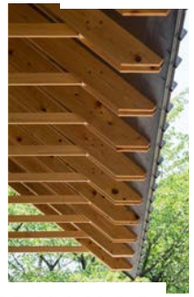
SIMPLE, SINGULAR FORM

WOOD, BRICK, AND METAL PALETTE

THE MODERN TRAIN DEPOT

NATURAL TONES AND PRIMARY RAILROAD COLOR ACCENTS

DEEP OVERHANGS



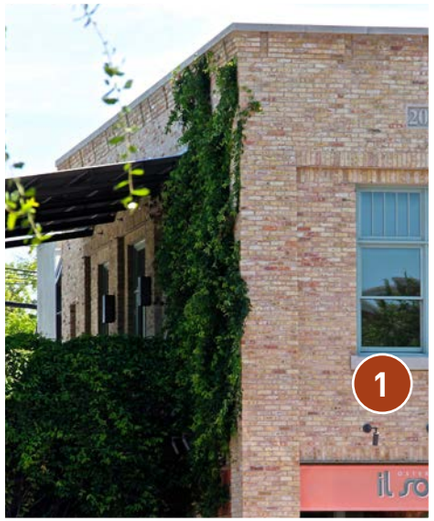
THE RAILROAD DEPOT

The single story commercial buildings are opportunities to make special architectural moments that recall the railroad past of Indian Trail. These buildings should have long gable roof forms, and be a contemporary interpretation of a 'depot'

ARCHITECTURE 1-STORY COMMERCIAL

TRADITION, WITH A TWIST

The mixed-use buildings are the fabric of the new 'downtown.' They borrow the material palette (predominately brick), simple parapet form, and friendly proportions of Classic Carolina Downtowns. The detailing, expression, rhythm, and contrasting elements are opportunities for a fresh, creative take on tradition.

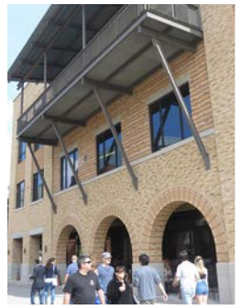


REGULAR, RHYTHMIC, & FRIENDLY OPENINGS

INDOOR-OUTDOOR CONNECTIONS

CLASSIC CAROLINA DOWNTOWN

MOMENTS OF FRESH DESIGN



PEDESTRIAN FRIENDLY

MIXED-USE ARCHITECTURE

IN-TOWN LIVING

As a suburban community, there are few opportunities in Indian Trail to live 'in town.' These townhomes feel like they are a part of the heart of the commercial area, with similar 'downtown' expressions as the mixed-use buildings.

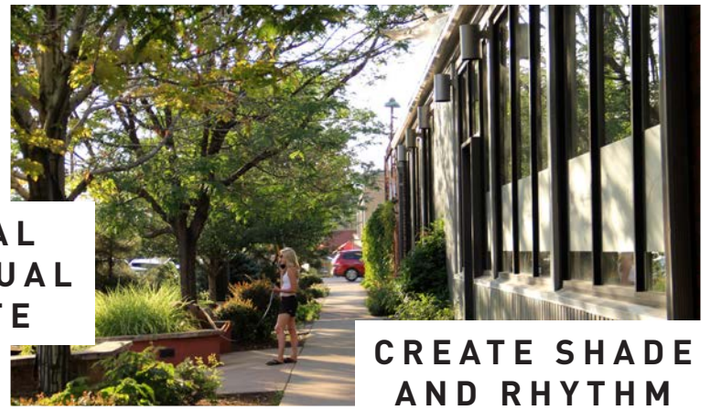
WELCOMING PEDESTRIAN ENTRIES

BALCONIES THAT OVERLOOK

MASONRY AND CREATIVE ACCENTS

ARCHITECTURE TOWNHOMES

NATURAL AND CASUAL PALETTE



CREATE SHADE AND RHYTHM

FRAME VIEWS

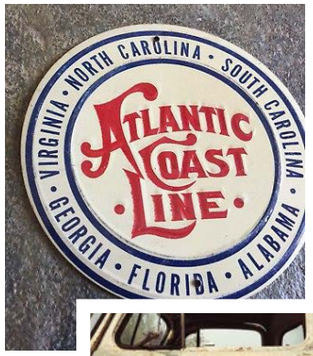
SOFT GRASSES AND NATIVE SPECIES

POCKET PARKS

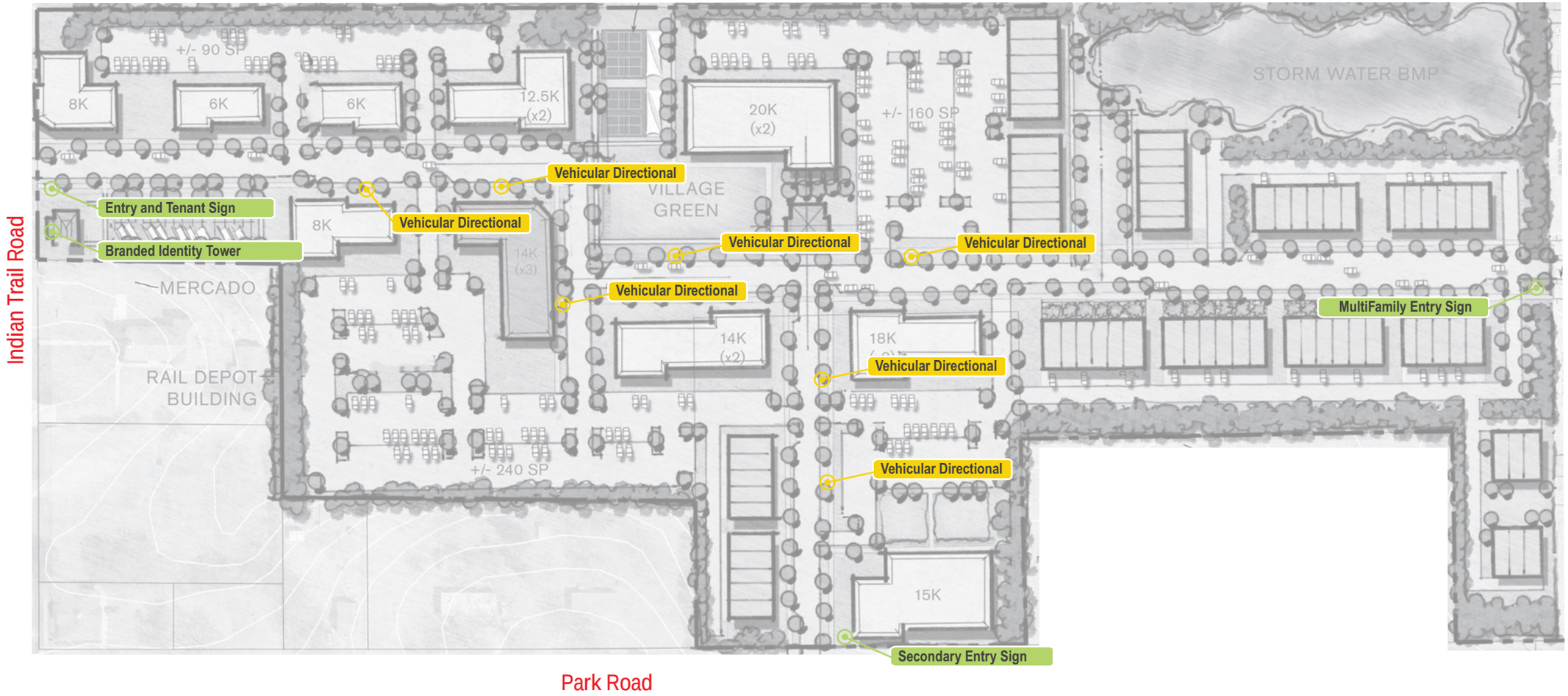
FRIENDLY AND CONTEMPORARY FURNISHINGS

IDEAS LANDSCAPE

LANDSCAPE THE PLACES



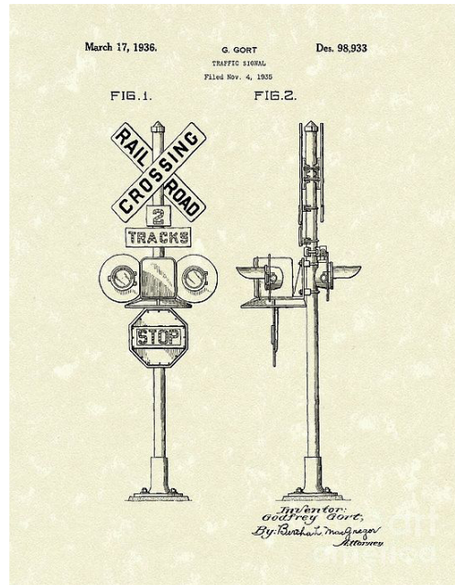
BRANDING AND LOGO



SIGN LOCATION PLAN

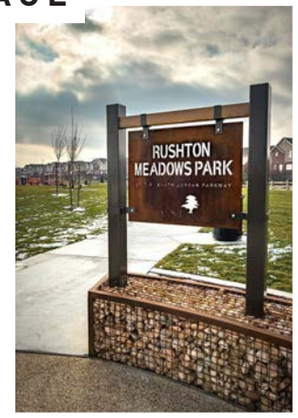
ENVIRONMENTAL GRAPHICS, SIGNAGE, WAYFINDING SIGN PLAN

MURALS AND STORYTELLING



PATTERNS AND GRAPHICS

CREATIVE AND CURATED RETAIL SIGNAGE



SIMPLE & CONTEMPORARY PALETTE

INSPIRATION

SIGN FAMILY ENVIRONMENTAL GRAPHICS, SIGNAGE, WAYFINDING

MULTI TENANT MONUMENT SIGN

MULTI FAMILY ENTRY SIGN

SIGN FAMILY ENVIRONMENTAL GRAPHICS, SIGNAGE, WAYFINDING

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