



# I-277 land development framework



Relevant documents found at [www.charmeck.org](http://www.charmeck.org) go to the Departments named below:

**Planning**

*Second Ward Neighborhood Master Plan  
Brevard Street Land Use (Draft)  
Zoning Ordinance (UMUD section)*

**Transportation**

*Center City Transportation Plan  
Uptown Streetscape Standards*

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# INTRODUCTION

The reconfiguration of the Caldwell Street/I-277 interchange will free up approximately 11 acres of land for new development opportunities. This land is distributed over 5 parcels adjacent to the interchange, located as shown on Map 1.



Location map of I-277 land parcels

This document outlines the recommended land use and urban design development framework for the five subject parcels.

It is anticipated that the development of the five subject parcels will contribute greatly to the development of yet another major corridor in Uptown Charlotte.

## Parcel 1

(approx. 3 acres) is located north of Caldwell Street and is important because it represents one of the two primary nodes of the Brevard Street study area, with the Arena being the other. Parcel 1 also backs up to the NASCAR Hall of Fame site currently under development across Stonewall Street.

## Parcel 2

(approx. 2.77 acres) is located across from Parcel 1 south of Caldwell Street. It is diagonally opposite to the NASCAR Hall of Fame site and across from the Hilton Garden Inn on Stonewall Street.

## Parcel 3

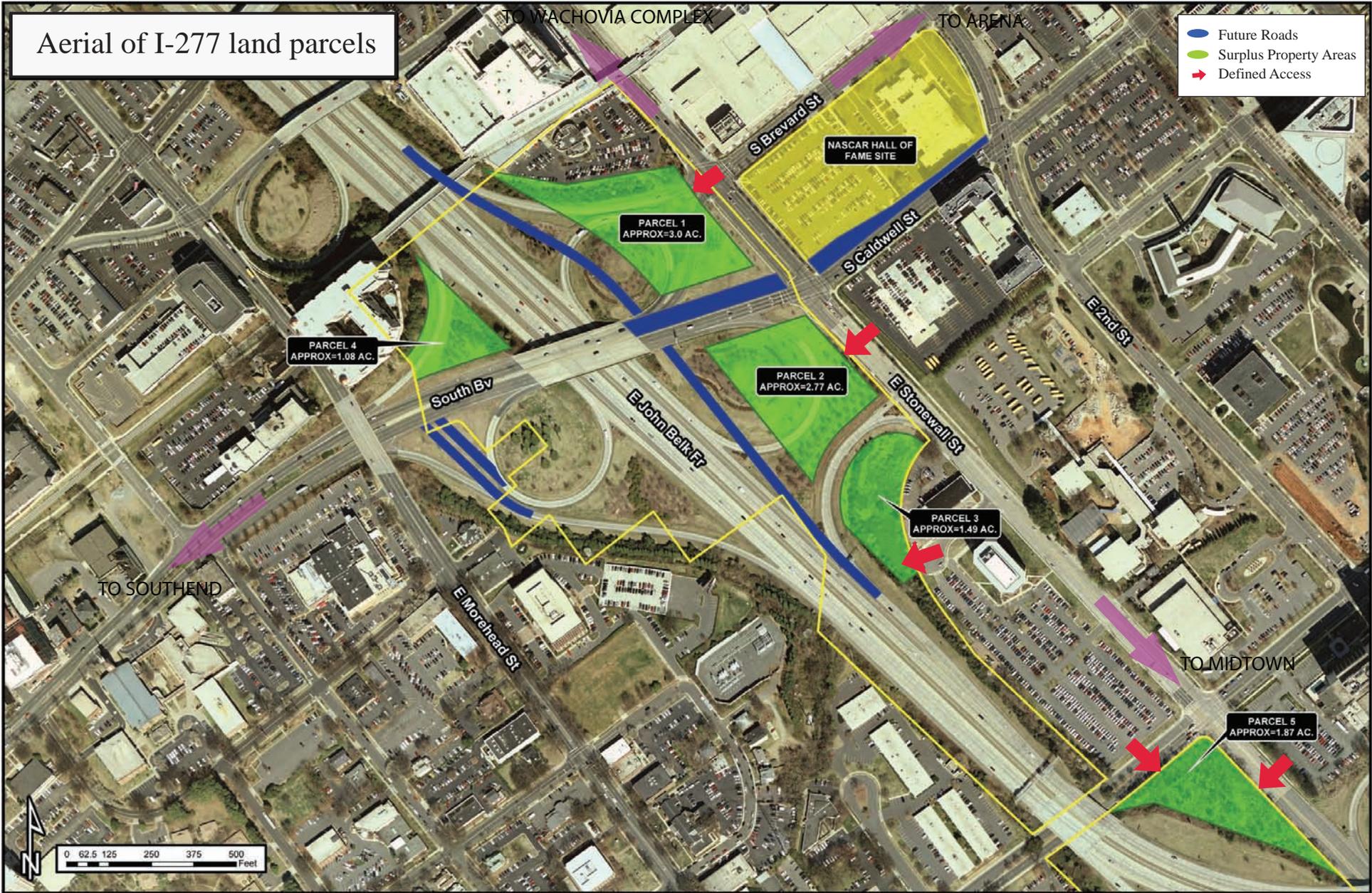
(approx. 1.5 acres) is a crescent shaped parcel located behind the County land and building on Stonewall Street. It is contiguous to Parcel 2, with most of its frontage on the I-277 access ramp.

## Parcel 4

(approx. 1.08 acres) is a triangular piece of land located across I-277 from Parcel 1. Parcel 4 backs up to Camden Grandview, a multi-family residential complex.

## Parcel 5

(approx. 1.87 acres,) also triangular in shape, is on Stonewall Street across from the Blake Hotel. This property is in close proximity to the recently reconfigured I-277 and Charlottetowne intersection close to Metropolitan Midtown, a large mixed-use development on Kings Drive.



Map 1 showing parcel information and interchange reconfiguration

TOTAL AREA = PARCEL 1 + PARCEL 2 + PARCEL 3 + PARCEL 4 + PARCEL 5 = 3.0 AC+ 2.77 AC.+ 1.5 AC+ 1.08 AC+ 1.87 AC = 10.22 AC (APPROXIMATELY)

# LAND USE STRATEGY / VISION



Mixed-use building - Boston

## Diversity of Uses

The development of the five subject parcels should provide a diverse mixture of land uses to compliment the NASCAR Hall of Fame, Charlotte Convention Center, Wachovia Cultural Complex, Arena, and other uptown facilities and activities while also promoting a pedestrian-friendly environment. However, retail development is a key part of the overall mixed-use concept. Retail space appears to be one of the most apparent land use “gaps” in Uptown Charlotte. Therefore, Stonewall Street can be a good staging area for these types of uses given both its proximity to a freeway and to a critical mass of Uptown workers and neighborhoods that could support such functions. There should also be uses that are unique to Uptown, with a healthy mix of retail, residential, office, hotel, and other commercial uses critical to sustaining the 18-hour environment that is vital for a vibrant urban downtown. Publicly accessible parks and open spaces should be used as a connector and as front doors to other uses.

## First Floor Retail Opportunities

One of the ways to provide for a safe and comfortable pedestrian environment is to promote ground-floor level retail and restaurant uses. Such non-residential uses help to animate and enliven the pedestrian environment. New buildings on Parcels 1, 2, 3, and 5 are encouraged to include retail uses on the first floor, with a majority of the building façades facing onto Stonewall Street dedicated to retail uses in order to create pedestrian interest and dynamics. Local small retail and restaurant establishments should also be encouraged.



Ground floor retail use



*Aerial view of I-277 and Caldwell Street/South Boulevard interchange*

# URBAN DESIGN STRATEGY



*Use of building as gateway*

## The Edge and Gateway

Stonewall Street, along with its adjacent parcels, forms Uptown's southern edge. Thus the Stonewall Street corridor requires careful development that acknowledges and respects the boundary of the central business district. The five subject parcels will form a new gateway from South End and Midtown to Uptown Charlotte. These parcels require special design consideration and should have an individuality in terms of signature buildings and site elements that provide the active edge. The gateways on Caldwell and Stonewall Streets should include relevant art displays to mark the transition to the urban core.



*Community gateway*



*Generous sidewalk space with landscaping in curbed planters*



*Pedestrian plaza*

## Setback

The *Center City Transportation Plan* calls for Stonewall Street to have a 22' setback comprising an 8-10' planting strip and a 12-14' pedestrian zone. Here, it would be desirable to have curbed planters in the 8-10' planting strip. The planters should contain large maturing trees and a mix of evergreen and floral understory that mimic and enhance the dynamic and vibrant nature of the street. The remaining 12-14' should be dedicated to pedestrian/sidewalk space with signature pavers, differentiated materials, and banding along both edges.

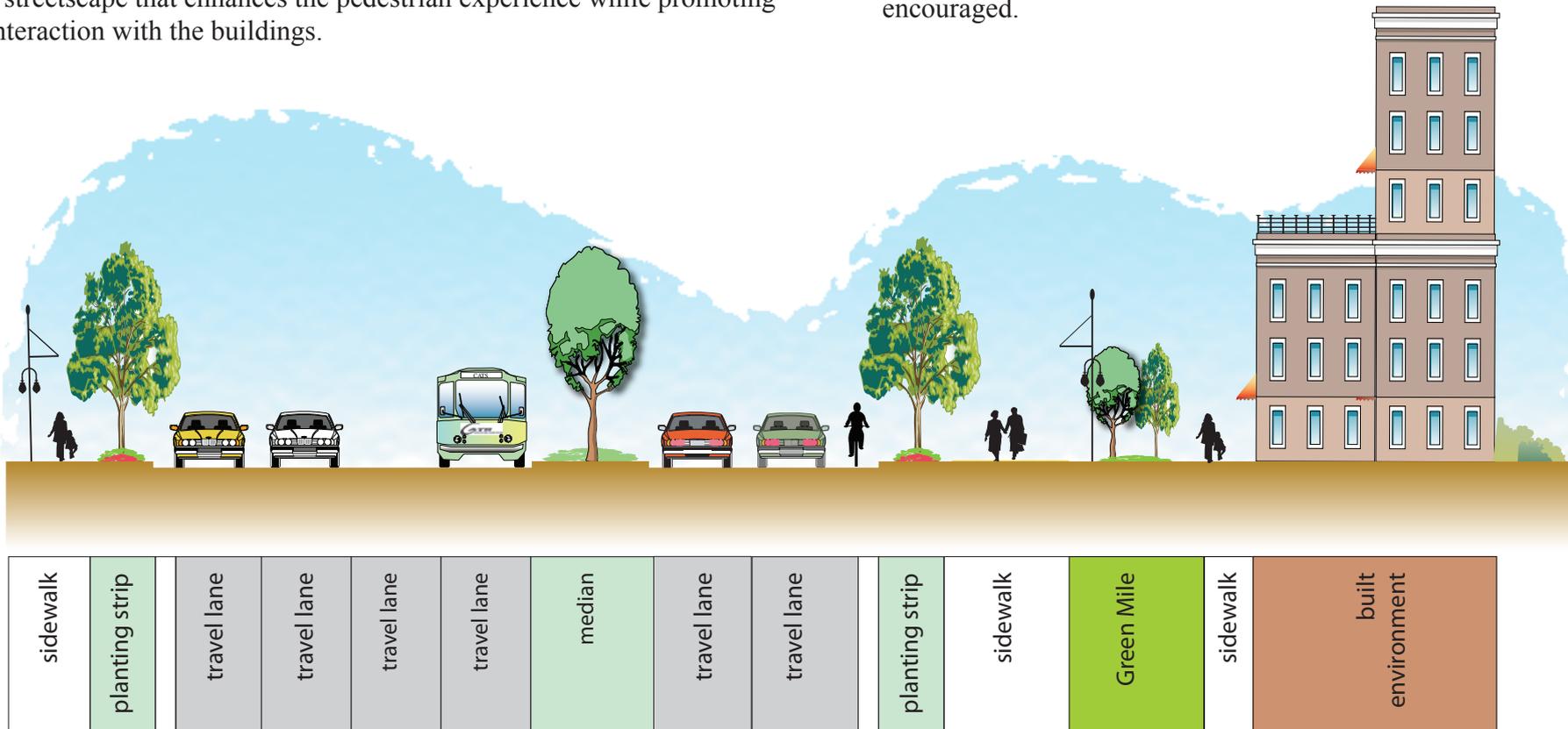


*Amenity zone used for staging art/exhibits - Chicago*

# Stonewall Streetscape

As per the *Second Ward Master Plan*, the redevelopment of Stonewall Street is viewed as critical to the Second Ward’s success in providing significant development along the freeway edge, as the entrance to the neighborhood from Dilworth, and as a link to the Metropolitan Midtown and Cherry neighborhoods. Stonewall Street will form an important corridor for Center City retail with vehicular access from the freeway and adjacency to nearby neighborhoods with high demographics (Dilworth, Myers Park, Southend, and Midtown). Hence, the goal is to redefine Stonewall Street from a primarily vehicular street to a vehicular and pedestrian connector with a great diversity of uses, and simultaneously to promote a streetscape that enhances the pedestrian experience while promoting interaction with the buildings.

Stonewall Street will be a continuation of the Brevard Street vision and serve as a dynamic and vibrant linkage to several cultural attractions Uptown. Views to and from Stonewall Street from Second Ward streets such as Brevard, Caldwell, Davidson, Alexander and McDowell offer unique opportunities and should be given special consideration. Stonewall Street should consist of a wide landscaped median from Mc Dowell Street to Davidson Street. There should be provisions for an enhanced pedestrian intersection and traffic calming with landscaping, pavement changes, and pedestrian refuge islands at the “gateway intersection” of Stonewall and McDowell Streets. Enhanced secondary pedestrian crossings at intersections along Stonewall Street from McDowell Street to Brevard Street should be provided. On-street parking will be encouraged.



Proposed Stonewall Street cross-section per the I-277 roadway reconstruction project that is currently underway.

## Linear Park/Open Space

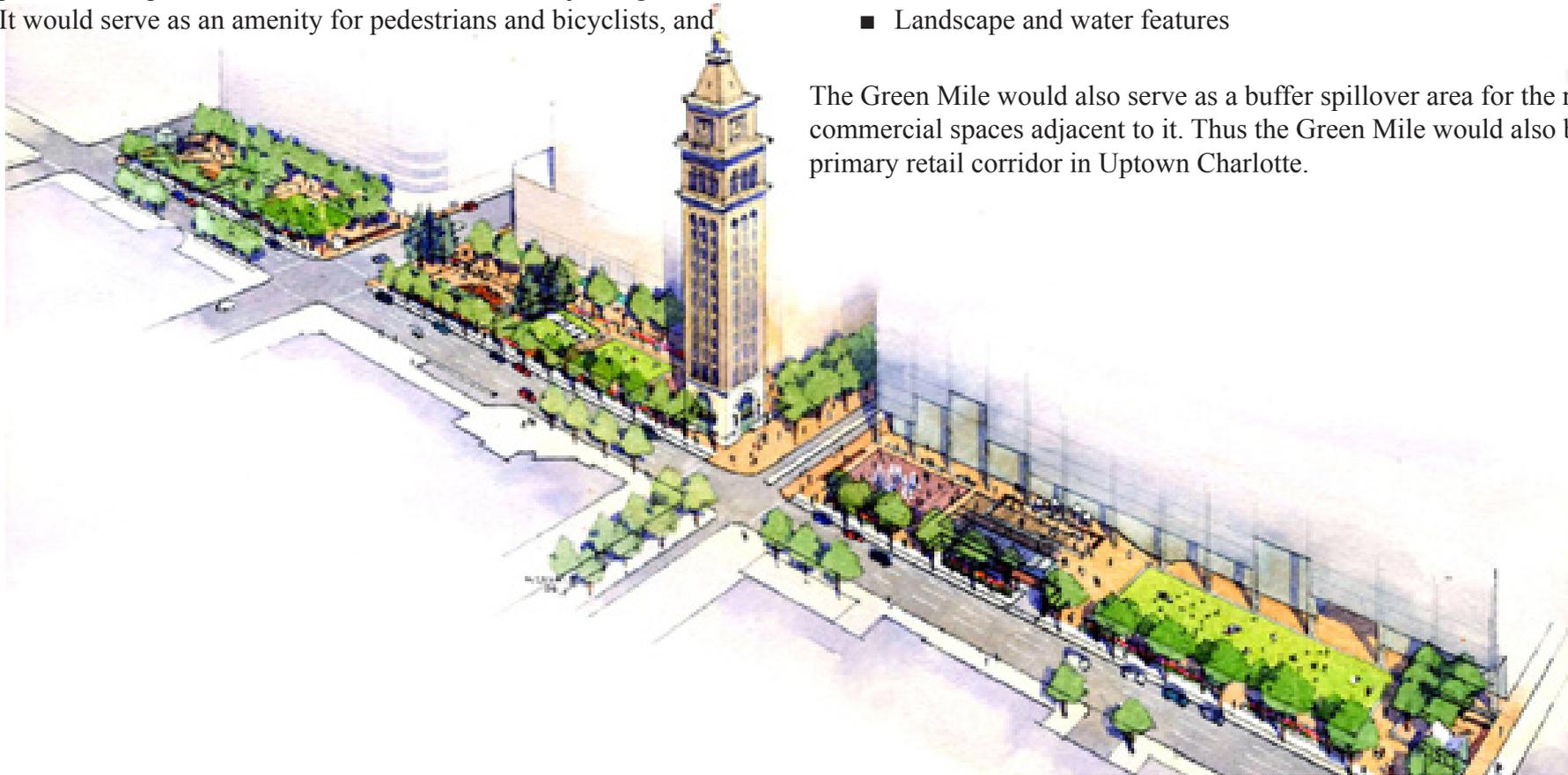
There should be a provision for a linear park along Stonewall Street beyond the recommended 22' setback (per the *Center City Transportation Plan*) that would form an important community link between Metropolitan Midtown and The Cultural and Arts District in Uptown. This "Green Mile" would be a primary bike and pedestrian link between the Second Ward neighborhood and the Central Business District. The Green Mile would consist of amenities such as small play areas, kiosks, shelters, fountains, seating, local public art and native landscaping that would support and compliment the varied activities of the adjoining uses. It would serve as an amenity for pedestrians and bicyclists, and

also as an informal community gathering place. The Green Mile is envisioned as a series of pedestrian spaces linked together rather than a single wide continuous strip down Stonewall Street.

Individual developers could contribute towards the development of this linear park and can promote their individuality and uniqueness through the use of various elements in the park, such as:

- A distinct palette of urban trees and plantings
- Site furnishings and amenities
- Integrated historical references and public art/sculptures
- Varied surfaces (cobblestones, pavers etc)
- Landscape and water features

The Green Mile would also serve as a buffer spillover area for the retail/commercial spaces adjacent to it. Thus the Green Mile would also be a primary retail corridor in Uptown Charlotte.



# ARCHITECTURAL VOCABULARY

## Façade and Composition

Building entrances, front doors, and windows should be unique to each façade division with an articulated three-dimensional quality that creates pedestrian interest and a pedestrian-friendly streetscape. Windows should be consistent within the façade division and should include unique features such as bay windows. Opportunities should be created for rooftop restaurants (where the building sets back 20 feet), gardens, and balconies or galleries. The architectural vocabulary should compliment existing architecture in the area and serve as the foundation for all new buildings, with opportunities for the integration of contemporary forms, especially at the rooflines. Buildings should possess a quality, richness, diversity, and formality of detail, materials, and color. Building heights should be varied so as not to appear monolithic.



*Building step back - Addison Circle*

## Human Scale

The height and scale of buildings relate directly to the pedestrian experience and should be carefully considered for the successful creation of a high quality human environment. Buildings along Stonewall Street should be at a scale that promotes human activity and not seem overbearing for pedestrians and bicyclists. In order to achieve this, buildings along Stonewall Street should extend no more than five stories or 55,' whichever is less, before they must be stepped back by at least 20' before rising to their ultimate total height, so as to create a consistent and appropriate pedestrian scale.



*Traditional building facade*

## Signature Buildings

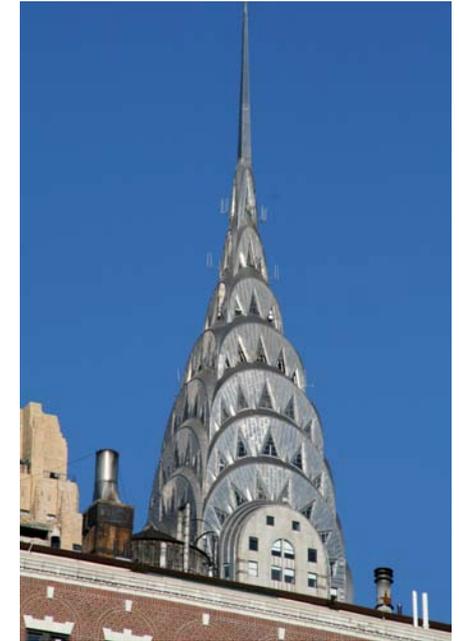
Since Stonewall Street forms an edge of Uptown adjacent to the I-277 freeway, the buildings on all subject parcels should be distinct with four-sided architecture. Buildings on Parcels 1 and 2 will have the highest visibility from various view corridors such as I-277, Stonewall, Caldwell, and Brevard Streets, and also from buildings such as the NASCAR Hall of Fame, Convention Center and the Arena. The buildings on these parcels should be iconic and should be of high quality architecture that significantly contributes to the Charlotte skyline. They should be designed with a variety of facades, patterns, and elements that provide for a unique streetscape experience. The buildings on Parcels 1, 2, 3, and 5 should be designed to enable first floor retail along Stonewall Street in order to create an active streetscape.



*Signature building - Bellagio, Las Vegas*



*Signature mid-rise buildings - Marina City, Chicago*



*Unique roofline - Chrysler Building, New York*



*Iconic skyline - Chicago*

# DEVELOPMENT GUIDELINES

## Parcel 1

**Land Use:** Mixed use development consisting of hotel, office, ground-floor retail, and residential is encouraged on this parcel. The property should be reconfigured, if possible, to eliminate the odd shape at the corner of the I-277 ramp to create more usable land.

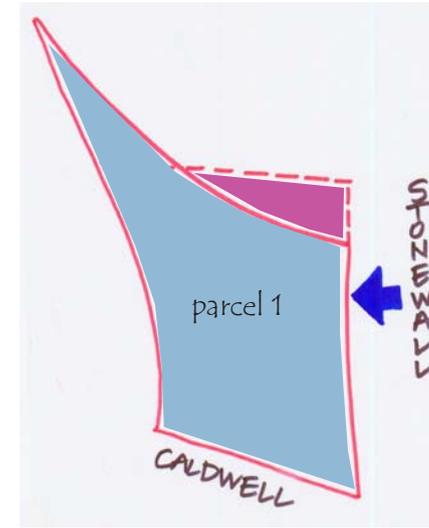
**Traffic Access:** Access to this parcel would be off Stonewall Street via an extension of Brevard Street. This parcel should also have formalized access to the Stonewall Street light rail station, forming an important transit and pedestrian connection.

**Orientation:** The buildings on this parcel should be oriented toward Stonewall Street, as this parcel represents one of the active nodes of the Brevard Street corridor starting at the Arena.

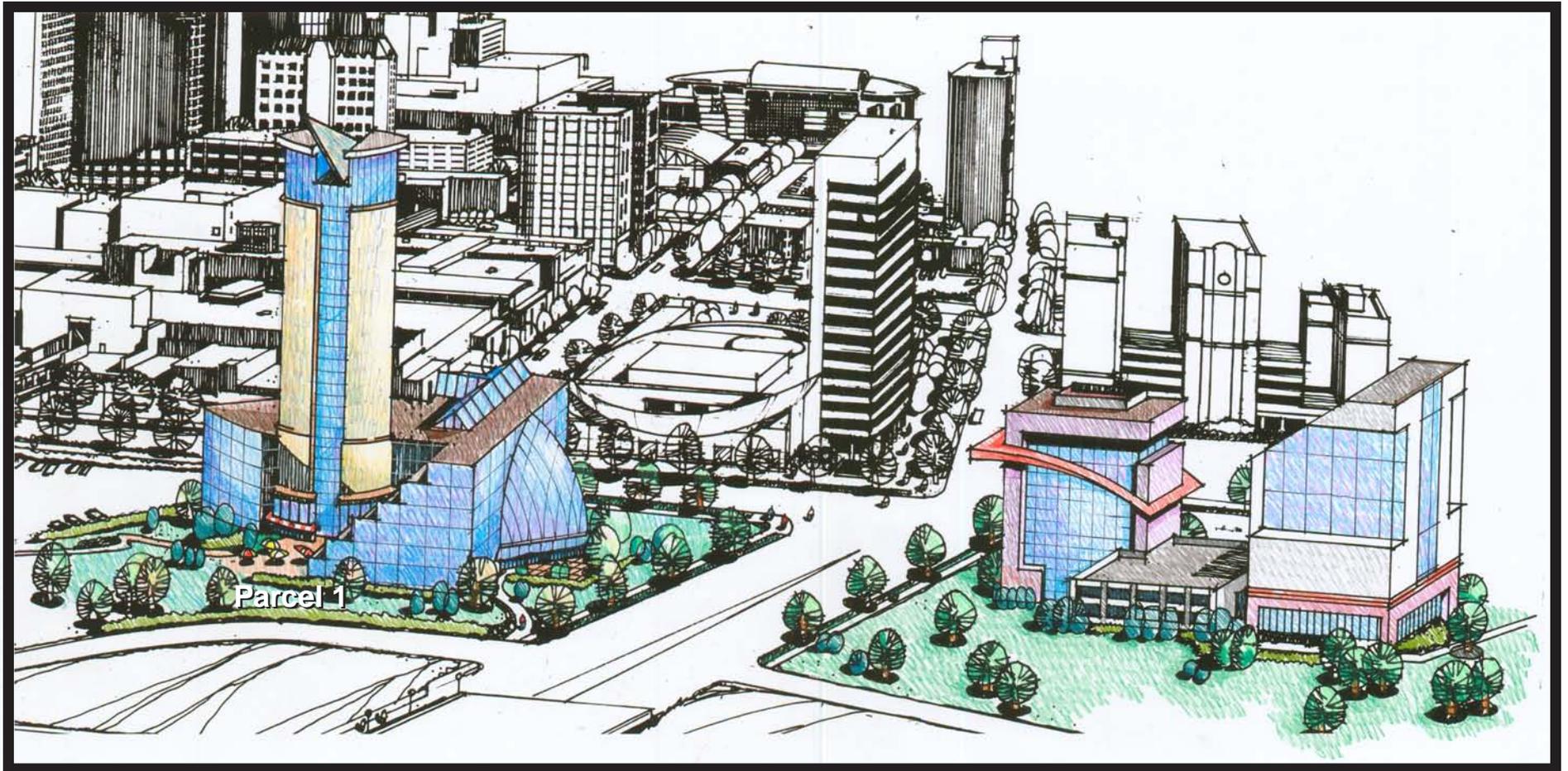
**Building Heights:** There will be no maximum cap on the building heights, however, the building should step back at least 20' after the first 5 floors.

**Building Relationships:** Since this parcel backs up to the NASCAR Hall of Fame site as well as the Convention Center, the buildings on this parcel should acknowledge that condition and utilize Stonewall Street as the front door to their development and as a retail corridor complimenting these adjacent facilities.

**View Corridors:** Special consideration should be given to the Brevard Street view corridor. Other view corridors of significance are from the John Belk Freeway and NASCAR Hall of Fame. The most prominent building on this site should be an iconic structure with four-sided architecture lending character to the “South End gateway” to Uptown. The building should have a distinct form and architecture and should make a significant contribution to the Charlotte skyline.



Urban mixed-use development



Possible development of Parcel 1

## Parcel 2

**Land Use:** A mix of hotel, specialty retail, and restaurant uses is encouraged on this parcel.

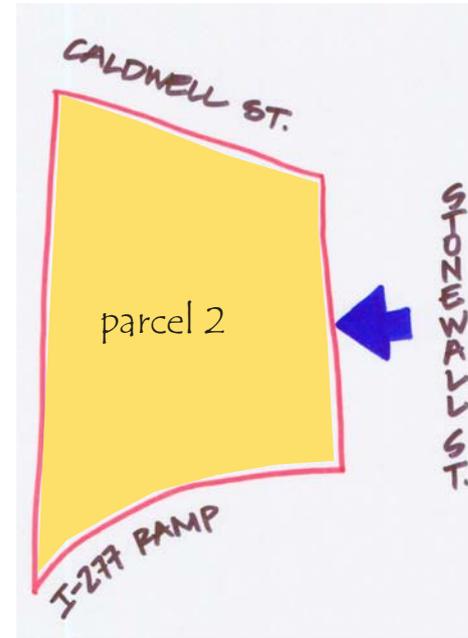
**Traffic Access:** This site would be accessed off Stonewall Street.

**Orientation:** The buildings on this parcel should be oriented toward and address Stonewall Street.

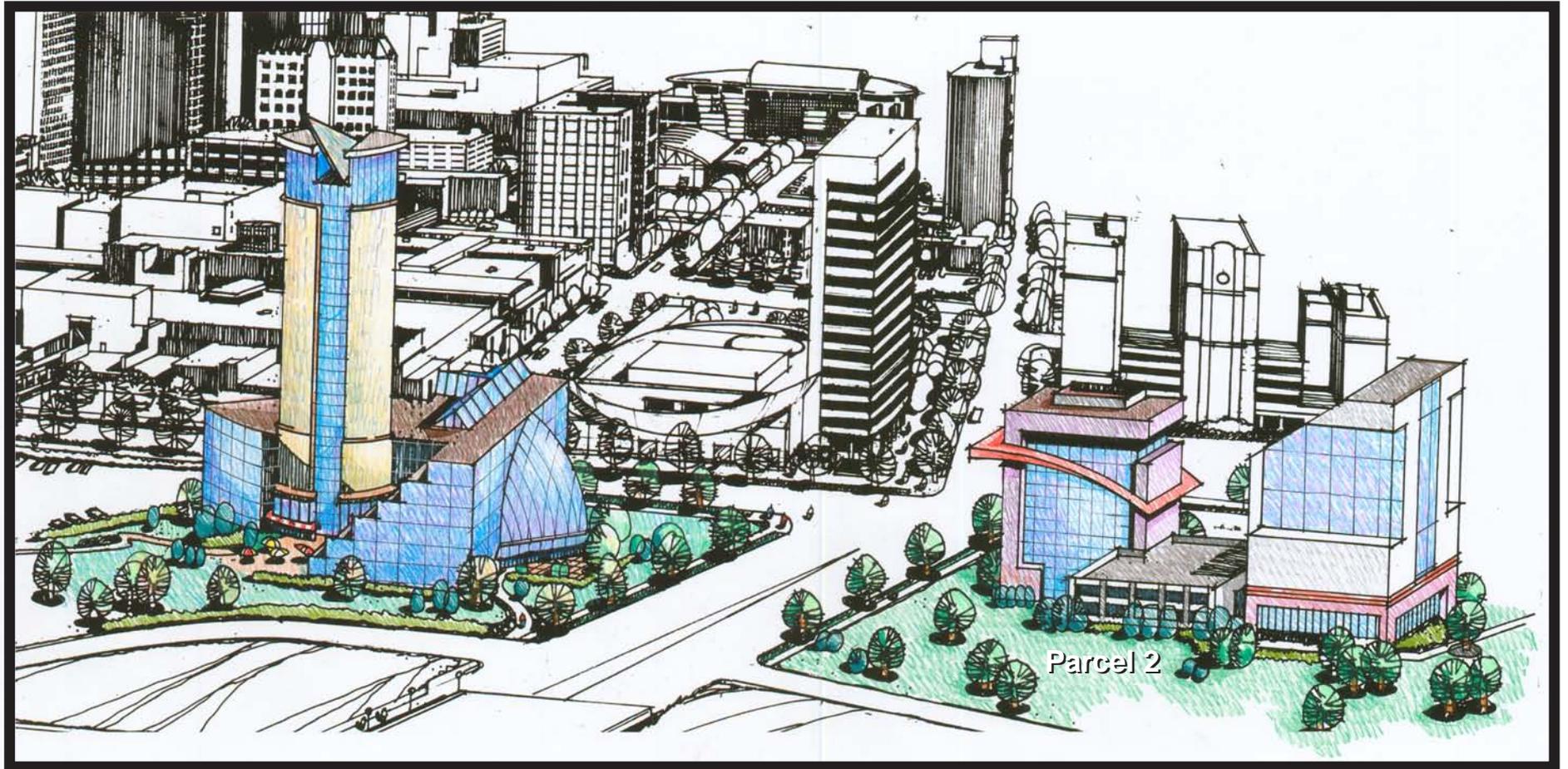
**Building Heights:** There will be no maximum cap on the building heights, however, the building should step back at least 20' after the first 5 floors.

**Building Relationships:** This parcel is diagonally across Stonewall Street from the NASCAR Hall of Fame site and across Caldwell Street from Parcel 1. The buildings on this site should blend with the scale and context of the surrounding parcels.

**View Corridors:** Special consideration should be given to the I-277 view corridor as well as the Caldwell Street and Hall of Fame view corridors. The buildings on this site should be of a relatively similar scale to those on Parcel 1 and should form an active edge on both Caldwell and Stonewall Streets. The buildings should have four-sided architecture lending character to the “South End gateway” to Uptown.



*Retail uses promote vibrant streets - Louisville, Kentucky*



*Possible development of Parcel 2*

## Parcel 3

**Land Use:** A mixed use development with retail, hotel and office components is encouraged. Parcel 3 should be combined with the adjacent properties (County and Mulvaney) to form a larger, more usable tract of land that can be master-planned for a more sustainable development. Collaboration with adjacent parcels would result in a more efficient land use distribution.

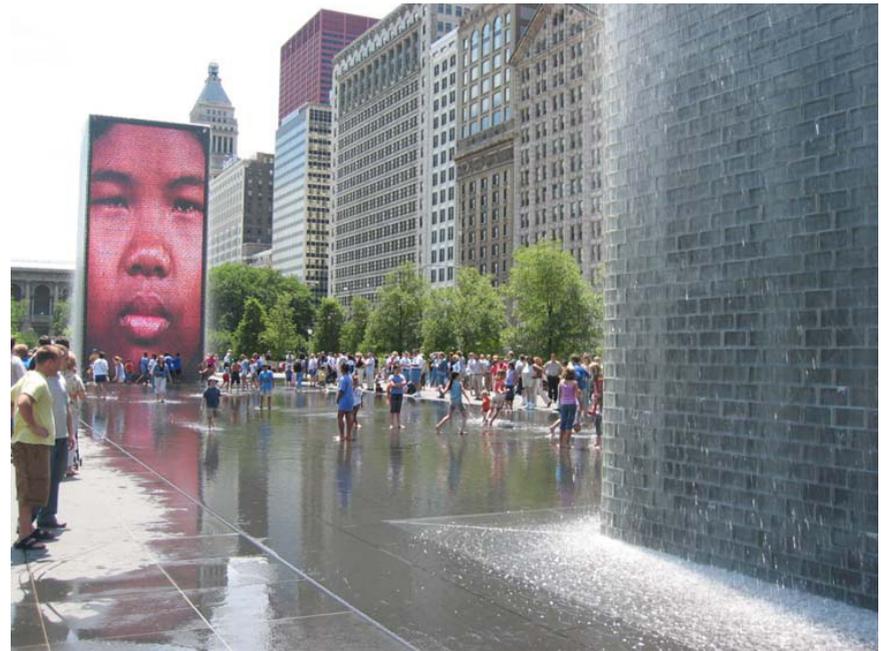
**Traffic Access:** The site should have two access points one off of Stonewall Street and the other off of McDowell Street to provide the necessary traffic circulation both within and outside of the site.

**Orientation:** The buildings in this parcel should have an active edge on Stonewall Street.

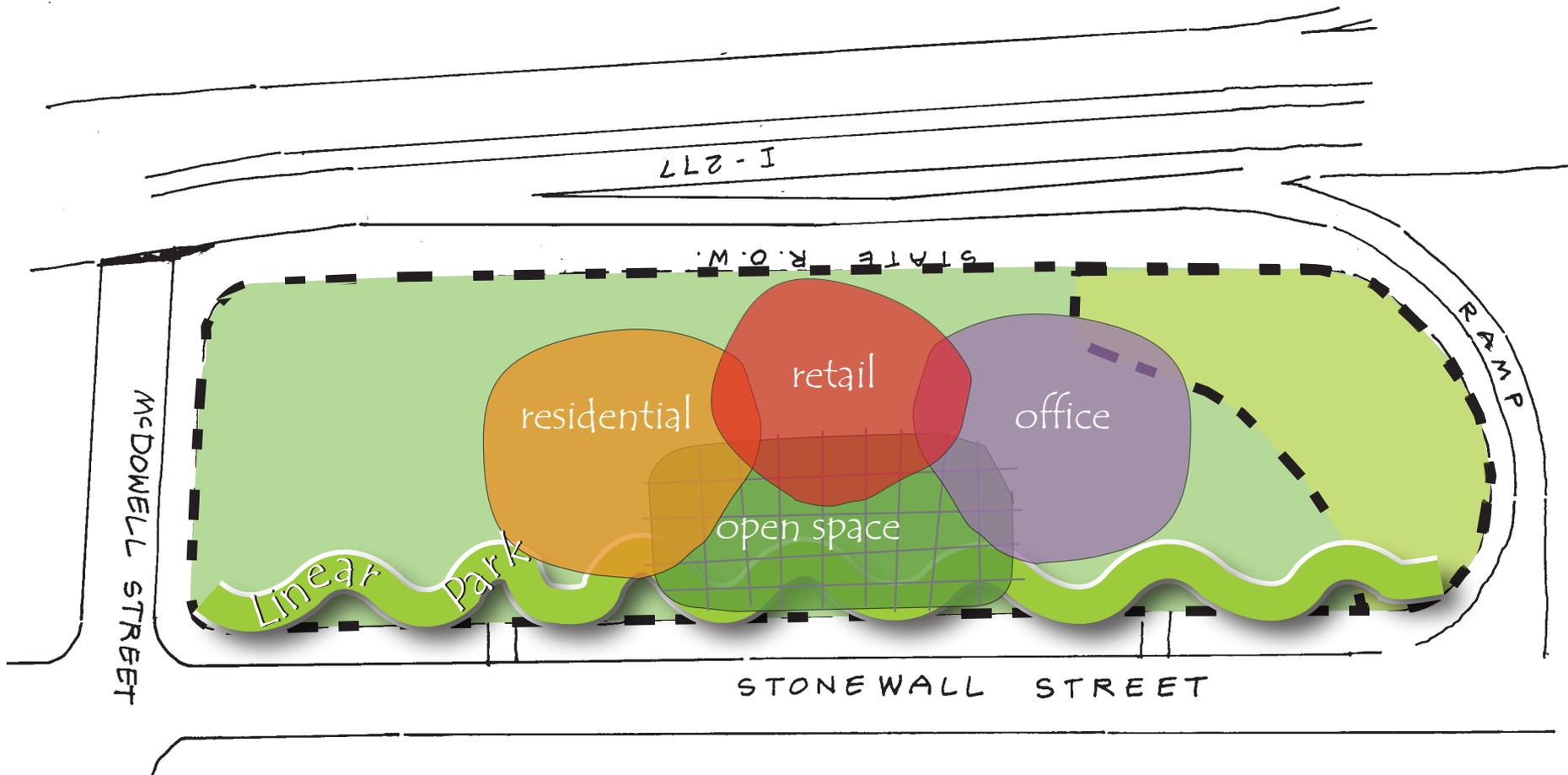
**Building Heights:** There will be no maximum cap on the building heights, however, the building should step back at least 20' after the first 5 floors.

**Building Relationships:** The structures on this site should have a strong sense of interconnectedness as this would be the largest of the 5 parcels, once assembled. Due to the linear nature of this large tract of land and its significant frontage on Stonewall Street, the buildings/uses would have to be laid out in a manner so as to seem like one holistic and cohesive unit.

**View Corridors:** I-277, Alexander Street and Stonewall Street will form the most significant view corridors for this parcel. The buildings on this site should have an active edge on Stonewall Street. The buildings should have four-sided architecture and special attention should be paid to the elevations along I-277, as this would be the longest tract of land along the freeway.



Urban open space - Millenium Park, Chicago



Possible development of Parcel 3 in conjunction with adjacent properties

## Parcel 4

**Land Use:** The type of development encouraged for Parcel 4 is multi-family residential, given that it has a multi-family building adjacent to it with great views of the Uptown area.

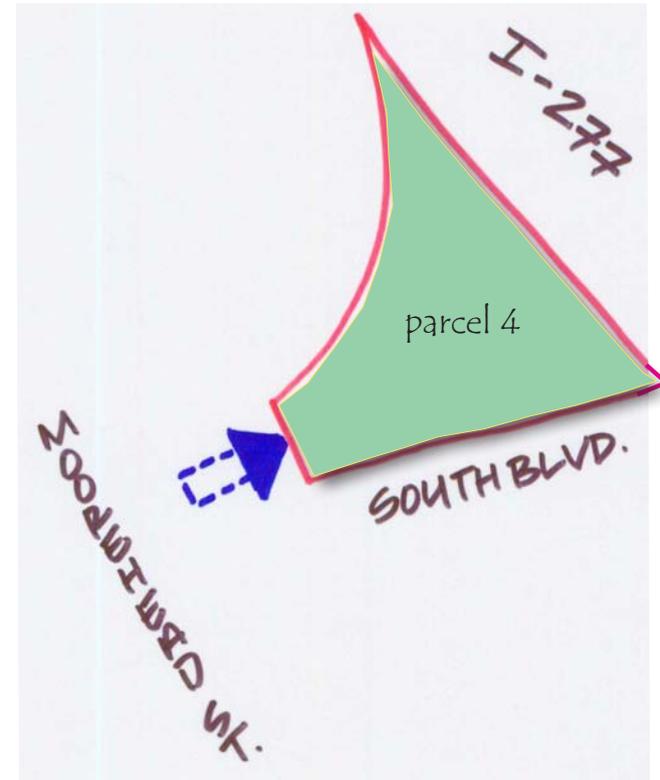
**Traffic Access:** Access to this parcel would be from Morehead Street. The parcel also backs up to the light rail line and is close to the Tremont Street station.

**Orientation:** Buildings on this parcel should have an active edge along both I-277 and South Boulevard.

**Building Heights:** Buildings should be located on this parcel outside of the view cone of Camden Grandview. If within the view cone, the building height should be restricted in order to preserve the existing views of adjoining multi-family (Camden Grandview.)

**Building Relationships:** Buildings on this parcel should relate well to the multi-family building adjacent to it and should have a similar scale and massing.

**View Corridors:** Parcel 4 has excellent views of the Uptown skyline that should be capitalized on. Buildings will be most visible from I-277, South Boulevard, and the light rail corridor and special attention should be paid to activate these facades. New development should show sensitivity to preserving the existing views of adjoining multi-family.



Multi-family residential building - Boston



*Residential development with views of Uptown Charlotte*

## Parcel 5

**Land Use:** A mix of condominiums/apartments with ground floor retail are uses that are envisioned for this parcel.

**Traffic Access:** This parcel would have vehicular access from both Stonewall and McDowell Streets. It would be the start/end point of the Green Mile and hence smaller retail/restaurant space to emphasize this would be encouraged.

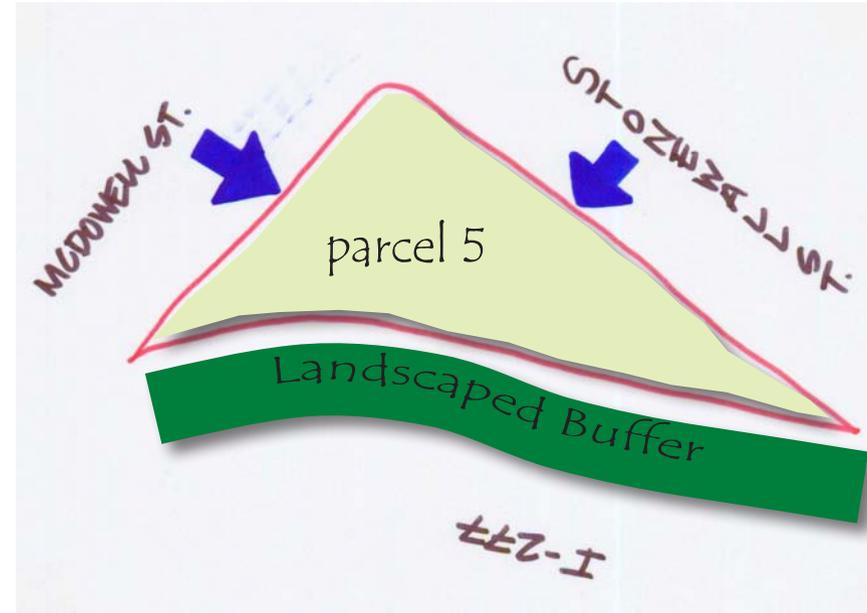
**Orientation:** Buildings on this parcel should be oriented toward Stonewall Street with an active edge on McDowell Street as well in the form of ground floor retail.

**Building Heights:** Building heights on this parcel should be restricted to 200' to enhance compatibility with the scale of the surrounding buildings. Buildings should step back by at least 20' after the first 5 floors or 55', whichever is less.

**Building Relationships:** Buildings on this site should relate to the buildings on Parcel 3 adjacent to McDowell Street. They should be sufficiently buffered from I-277 by means of landscaping and trees.



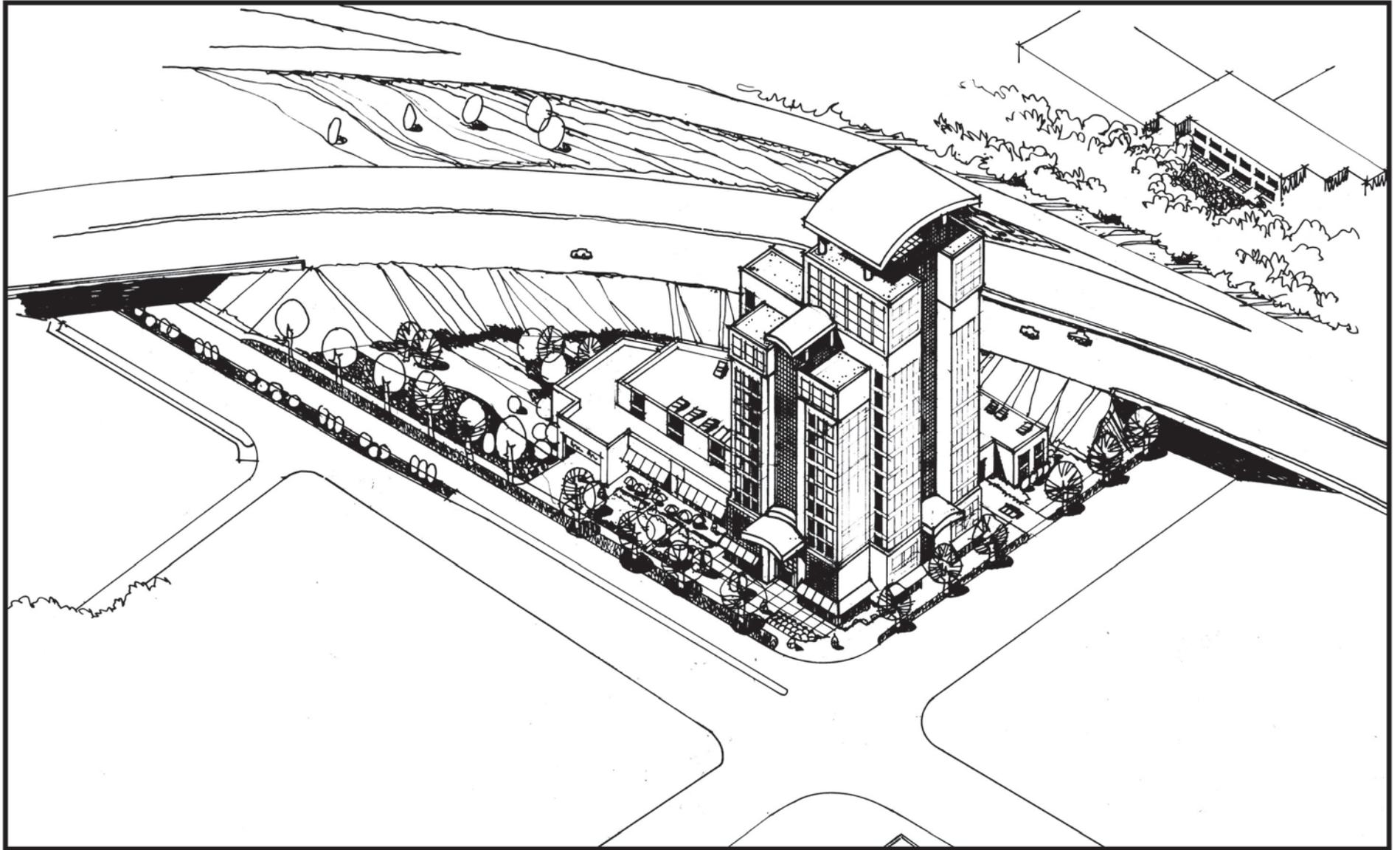
*Sidewalk amenity area creates an active street - Bethesda Row*



**View Corridors:** Buildings on this parcel would be the closest to I-277 of any of the subject parcels. The buildings would be in closest proximity to Metropolitan Midtown development as well, thus special attention should be paid to the building architecture as seen from these corridors. McDowell Street would be an important view corridor as well, since Parcel 5 would form an entry point to this key Uptown connector.



*Open space used for informal gathering - Easton*



*Possible development of Parcel 5*