



## Acknowledgments

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*Midtown*



*Morehead*



*Cherry*  
area plan

# *Executive Summary*

# Executive Summary

## Purpose

The Midtown Morehead Cherry Area Plan includes three distinct but adjoining areas just outside of Uptown and I-277.

This document establishes a vision for the plan area and provides policy direction to guide future growth and development consistent with the *Centers, Corridors and Wedges Growth Framework*. Once adopted, this plan will:

- Update existing policies for the plan area in the *Central District Plan* (1993) and the *Cherry Small Area Plan* (1993);
- Address key land use, transportation, community design and development issues identified through the planning process;
- Provide guidance for future land use and infrastructure decisions;
- Serve as the official streetscape plan for the plan area; and
- Refine the growth corridor and wedge boundaries within the plan area.

## Plan Area

The plan area encompasses about 455 acres. It is bounded generally on the north by South Tryon Street and the John Belk Freeway (I-277); to the east by East Fourth Street and Queens Road; to the south by Henley Place; and to the west by the rear property lines of various properties along East Morehead Street where they abut the Dilworth plan area. The Little Sugar Creek Greenway runs through the center of the plan area. The official boundaries of the plan area are as shown on Map 1.

## Opportunities & Constraints

Through examination of existing conditions in the plan area (see Appendix), opportunities to build upon and constraints to overcome were identified.

### Opportunities:

- Proximity to Center City
- Interstate Highway Access
- Transit Access Opportunities
- Existing Office and Retail Uses
- Established Single Family
- Diverse existing multi-family opportunities
- Good street grid system
- Greenway and other park facilities
- Churches, school, and institutional facilities
- Farmers Market
- Tree Canopy

### Constraints:

- Traffic congestion & turn restrictions
- Blank walls and lack of storefronts on key streets
- Difficult pedestrian crossings
- Street network discontinuity in key locations
- Encroachment of large uses on neighborhoods

## Vision

The preferred future for the plan area is highlighted in the following vision statement, based on the input from the community:

The Midtown Morehead Cherry Area is a diverse community of residents, businesses, and institutions located just south of Uptown Charlotte. The Little Sugar Creek Greenway provides a common amenity and focal point for continued evolution as sustainable, pedestrian-friendly mixed use neighborhoods surrounding and interacting with Uptown. The area is composed of three neighborhoods, each with distinct character and aspirations.

- **Midtown** is emerging as an urbanized district drawing energy from Uptown, Elizabeth Avenue, and nearby hospital and community college campuses. It seeks to evolve as a pedestrian-oriented gathering place for surrounding neighborhoods and the larger city where people live, work, play, and shop, building upon the greenway, farmers market and natural features, while establishing a respectful transition to the Cherry neighborhood.

- **Morehead** was a primary residential street of historic Dilworth which has become an office and mixed use element of the community. It has distinctive wide setbacks and dense mature tree canopy along East Morehead Street which should be maintained. It seeks to become more pedestrian friendly and strengthen its mix of uses, while still preserving its historic character and sensitivity to the scale of the Dilworth neighborhood.
- **Cherry** began in the late 19th Century on the outskirts of Charlotte, and became one of the City's earliest African American neighborhoods. As it increases in cultural diversity, it seeks to:
  - Preserve its history and character,
  - Stabilize its existing single-family housing,
  - Continue to provide viable affordable housing opportunities,
  - Retain its close-knit community spirit,
  - Enhance its pedestrian network and tree lined streets, and
  - Protect its fragile edge from intrusion of higher density uses incompatible with its residential character and scale.

## Land Use and Community Design

The plan contains a number of policies related to Land Use and Community Design, as shown on Map 4 and summarized below. Portions of the plan area lie within Growth

Corridors as defined by the City's *Centers, Corridors and Wedges Growth Framework*. This plan will align Midtown entirely in the Southeast Growth Corridor, Morehead entirely in the South Growth Corridor, and Cherry entirely in the South Wedge.

### Midtown Area

- Preserve and enhance Greenway connections and uses.
- Support continued build-out at the Metropolitan, with encouragement for future changes along the blank edges to add active uses for pedestrians.
- Along Kings Drive, encourage new mixed use pedestrian friendly development facing the greenway and the Metropolitan. Limit heights at the edge of Cherry.
- Along Third and Fourth Streets where CPCC, hospital, and Elizabeth commercial uses are an influence, allow for intense mixed use development, with pedestrian friendly standards and height limitations along the Cherry edge.

### Cherry Area

- Retain all existing single family parts of Cherry at current densities; keep existing homes, and infill with compatible homes on vacant lots.
- Recognize the approved Grove at Cherry development if it can provide a replacement for the segment of Main Street it proposes to close. If this development does not move forward, future proposals should be at a reduced density of 8 dwellings per acre.

- A row of homes on Torrence Street currently zoned for multi-family development should be indicated as single-family to protect the character at this vulnerable edge of Cherry.
- Several small retail and office uses are located in old historic buildings near Baxter Street in an otherwise single family setting. The plan supports their continuation in the present form only.
- Dense multi-family properties along Queens Road relate more to Myers Park than to Cherry. Any new development that extends toward the historic Cherry neighborhood or fronts narrow local streets should be designed with front setbacks, building heights and dwelling entrances that fit with Cherry's bungalow character.

### Morehead Area

- Preserve the dense tree canopy and setbacks along East Morehead Street with a mix of pedestrian oriented office and residential uses, plus retail at key locations. Limit heights along the Dilworth residential edge.
- Set streetscape standards north of South Boulevard reflecting the area's high density transit oriented nature.
- Provide pedestrian oriented mixed use development opportunity along Baxter Street, Kenilworth Avenue, Greenwood Cliff, and Harding Place east of Morehead Street; also at the intersection of East Morehead Street and Kings Drive.

- Support continued development of the Morehead Medical Plaza site under existing standards.

### Pedestrian Zone

- Within portions of the Midtown and Morehead areas, establish an urban fabric by promoting a Pedestrian Zone with a mixture of uses in a pedestrian-oriented setting of moderate intensity. A PED Overlay district is the expected means to accomplish this.

## Transportation and Streetscape

### Transportation Policies

Map 6 shows proposed policies for new streets and enhancements to existing streets for improved pedestrian friendliness.

- Provide pedestrian crossing improvements on Kings Drive at the greenway.
- Evaluate and improve traffic and pedestrian conditions at major intersections: Kings at Morehead; McDowell at Morehead; Third/Fourth Streets at Kings.
- Make new local street connections and pedestrian friendly access when redevelopment permits in accordance with applicable City policies, with sensitivity to the community, resident input, and appropriate traffic calming mechanisms.
- Evaluate opportunities for street conversions to better serve pedestrians,

bicycles, and parking: McDowell Street and Charlottetowne Avenue.

- Calm traffic on neighborhood streets through Cherry with traffic circles or other means.
- Extend Pearl Park Way west from the bridge along the edge of Pearle Street Park to Baxter Street, with on-street parking to serve the park.
- Consider a bridge connection across I-277 at Alexander Street.
- Complete the pedestrian and bicycle network along Kenilworth Avenue.

### Streetscape

This section recommends future cross sections for streets, and identifies building setbacks and streetscape standards based on the ultimate curbline location. These standards supplement requirements in PED and other urban zoning districts. Based on the City's *Urban Street Design Guidelines*, they will be met by developers who undertake new development or major renovation in the plan area. Map 7 shows the location for each type.

## Infrastructure, Public Facilities, and Environment

The plan area is generally well served by public utilities. As properties redevelop, some system upgrades may be needed. The plan policies include:

- Make trees a feature of all streets, and reduce impervious surfaces.

- Enable new buildings and parking areas to reduce stormwater runoff, improve water quality, and facilitate alternative transportation modes; protect and enhance the Little Sugar Creek watershed.
- Expand and improve access to the Little Sugar Creek Greenway and park facilities.
- Ensure well connected public facilities, making use of joint use opportunities.

## Implementation Guide

The Implementation Guide identifies strategies to implement the policies of the Concept Plan. It outlines a number of improvement projects, many of which likely will be implemented by the private sector as development occurs. Because the Implementation Guide is not adopted by elected officials, it is not a commitment to implement the projects.

**Corrective Rezoning:** In implementation of the Pedestrian Zone in the Concept Plan, adoption of a Pedestrian Overlay zoning district as shown on Map A8 is recommended. An additional Corrective Rezoning from R-22MF to R8 is recommended for a row of historic homes on Torrence Street.

**Historic or Conservation District:** As a means to preserve the historic character of Cherry, investigate the feasibility and wider community interest in establishing a Historic District. As an alternative, explore the use of a Conservation District.





*Midtown*



*Morehead*



*Cherry*  
area plan

# *Volume 1: Concept Plan*

# Plan Context

The Midtown Morehead Cherry Area Plan includes three distinct but adjoining areas just outside of Uptown and I-277. This plan was undertaken to guide public and private development and redevelopment within the area.

## Purpose

This document establishes a vision for the plan area and provides policy direction to guide future growth and development consistent with the *Centers, Corridors and Wedges Growth Framework*. Once adopted, the *Midtown Morehead Cherry Area Plan* will:

- Update existing policies for the plan area in the *Central District Plan* (1993) and the *Cherry Small Area Plan* (1993);
- Address key land use, transportation, community design and development issues identified through the planning process;
- Provide guidance for future land use and infrastructure decisions;
- Serve as the official streetscape plan for the plan area; and
- Refine the growth corridor and wedge boundaries within the plan area.

## Plan Boundaries

The plan area encompasses about 455 acres. It is bounded generally on the north by South Tryon Street and the John Belk Freeway (I-277); to the east by East Fourth Street and Queens Road; to the south by Henley Place; and to the west by the rear property lines of various properties along East Morehead Street where they abut the Dilworth plan area. The Little Sugar Creek Greenway runs through the center of the plan area. The official boundaries of the plan area are as shown on Map 1.

Within the plan area are three neighborhood areas with different character and history, with informal separations. These are:

- **Midtown:** an emerging urbanized district centered around Kings Drive and Charlottetowne Avenue including the Metropolitan development and other nearby commercial and mixed use properties;
- **Morehead:** the office and mixed use element of the Dilworth community centered along East Morehead Street and generally east of the Little Sugar Creek Greenway; and
- **Cherry:** the historically African American neighborhood of bungalows and other affordable housing opportunities centered on Baldwin Avenue and Baxter Street.

This plan incorporates changes to the City's *Centers, Corridors and Wedges Growth Framework*. Portions of the plan area are included in the Southeast and South Growth Corridors. As shown on Map 1, the Growth Corridor boundaries will be adjusted to include all of Midtown in the Southeast Growth Corridor, all of Morehead in the South Growth Corridor, and all of Cherry in the South Wedge.

## Document Organization

This document is organized into three parts as shown below. Only the first part, the Concept Plan, will become adopted City policy. Part 2, Implementation Guide, will be used to guide staff work. Part 3, Appendix, provides supporting information.

### Area Plan Document

#### Part 1: Concept Plan

- Purpose
- Vision Statement
- Goals
- Policies

*Concept Plan is adopted by City Council and will act as a policy guide for future decision making.*

#### Part 2: Implementation Guide

- Action Steps Identified to Carry Out Plan Policies

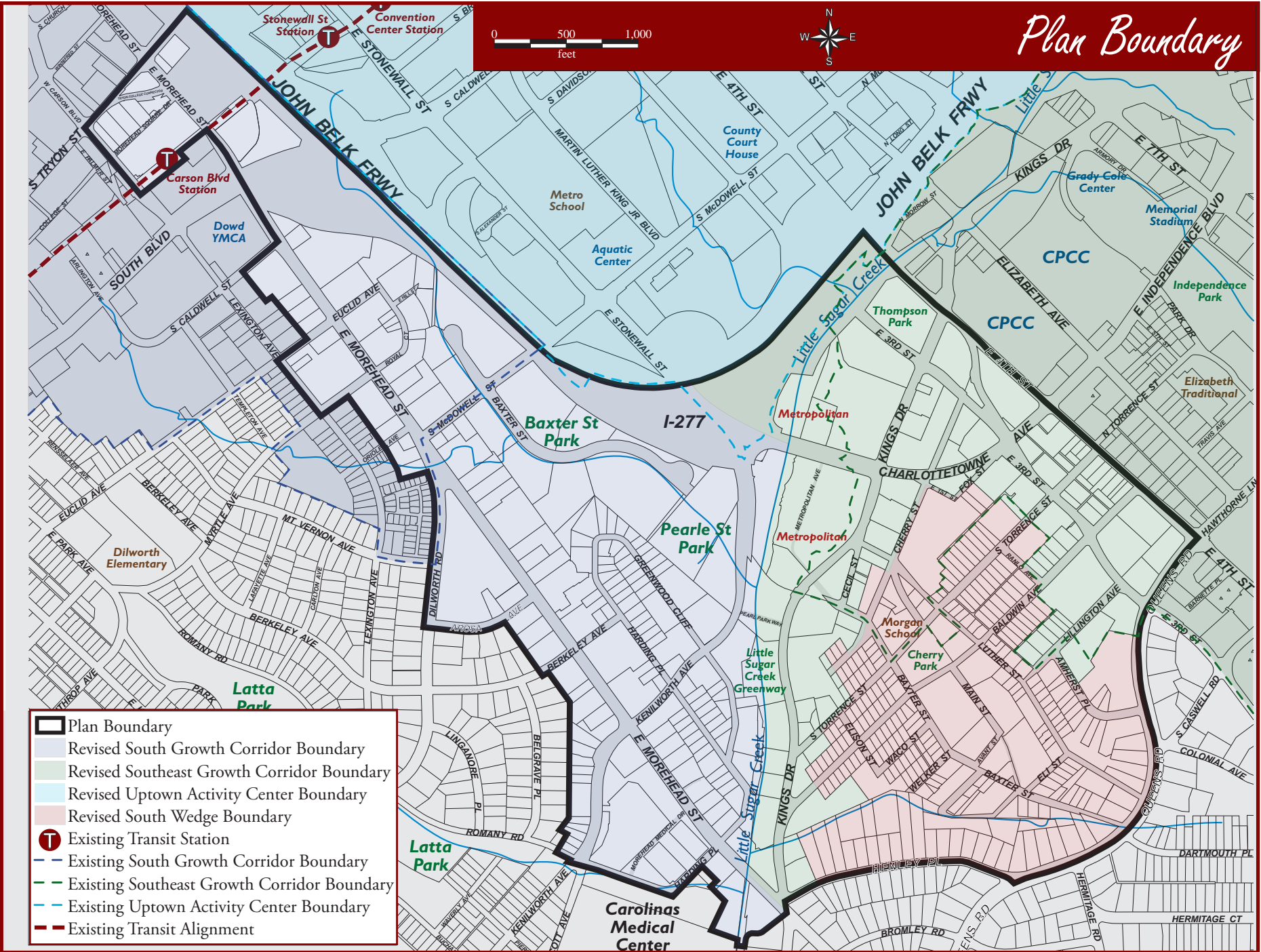
*Provides direction to staff in implementing plan policies*

#### Part 3: Appendix

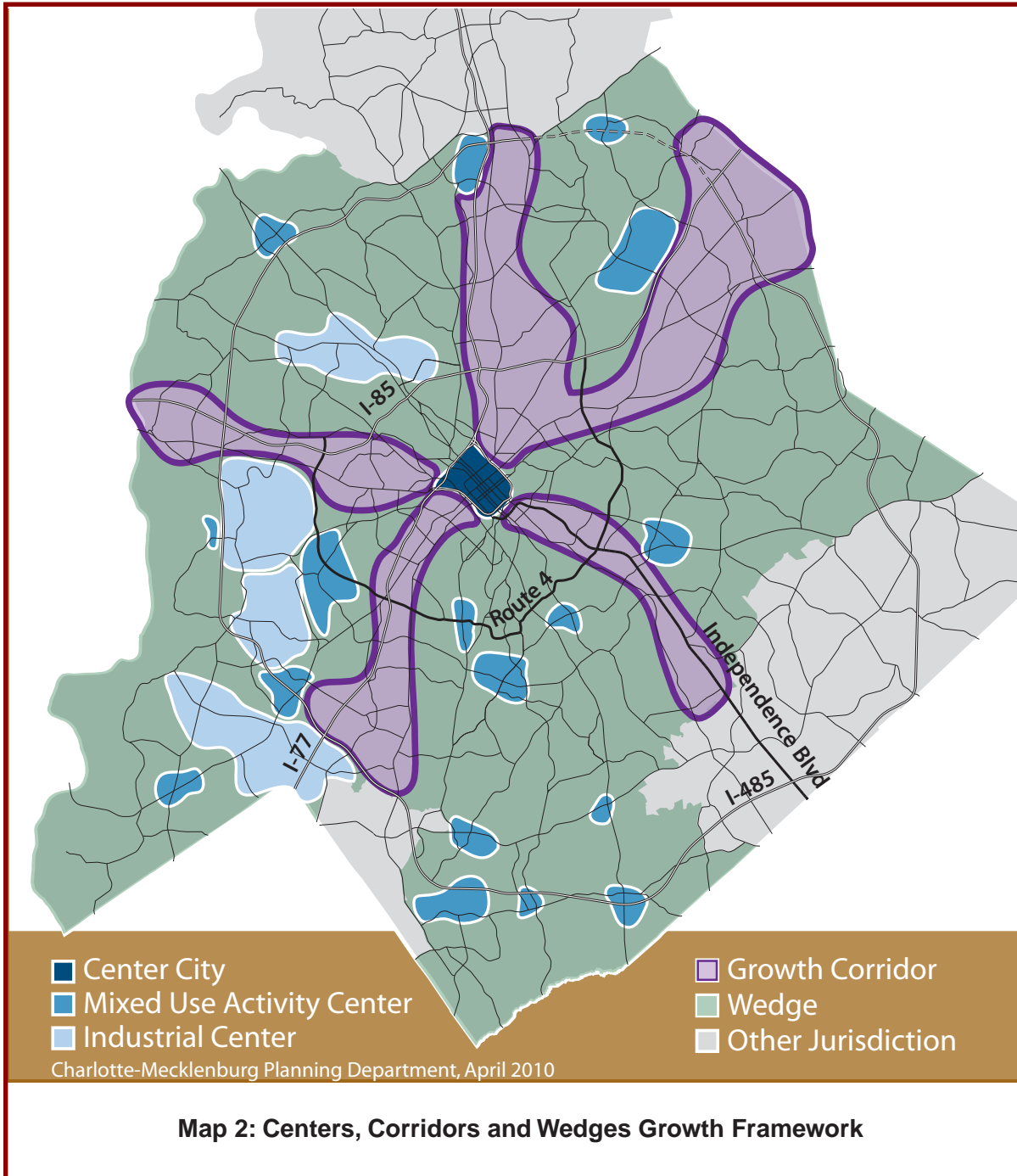
- Existing Conditions Report
- Trends & Forecasts
- Other Supporting Information

*Provides additional, supporting information*

# Plan Boundary



Source: Charlotte-Mecklenburg Planning Department mapping, September 2011



## Policy Framework

The following key documents provided guidance and direction for this plan:

### Centers, Corridors and Wedges Growth Framework

establishes a vision for future growth and development. It does this by identifying three geographic land use categories for Charlotte's sphere of influence, and outlining the desired characteristics of each of these geographies:

- **Activity Centers** are generally appropriate for new growth, with the type and intensity of development corresponding to the Center type.
- **Growth Corridors** are often priority locations for new growth, especially in identified Transit Station Areas.
- **Wedges** will remain predominantly low density residential with limited higher density housing and neighborhood serving commercial uses.

Much of Charlotte's future moderate to higher intensity development is expected to occur within five major Growth Corridors and in designated Activity Centers. This will help maximize existing infrastructure and services.

Map 2 shows the general layout of Centers, Corridors and Wedges. The plan area is just outside of Uptown, the largest and most intensive Activity Center. Portions of the plan area are shown in the South and Southeast Growth Corridors where they meet Uptown. The center of the plan area, including some of its most intensive development, is shown

in a Wedge. Part of this plan process will include refinement of the Centers, Corridors and Wedges boundaries.

### General Development Policies

are adopted policies on various topics relevant to development and redevelopment in Charlotte-Mecklenburg. In particular, they address residential location and design, retail-oriented mixed/multi-use centers and transit supportive development. Additionally, the General Development Policies provide guidance to minimize negative environmental impacts of land development and to more closely link land use and development decisions to the availability of infrastructure to support it. This plan builds upon the General Development Policies' guidance in these areas: Residential Location and Design, Retail-Oriented Mixed/Multi-Use Centers, Environmental and Infrastructure.

*Transit Station Area Principles* are incorporated into the General Development Policies. These provide specific guidance for land use, design, and transportation facilities within a ½ mile walk of rapid transit stations. These are applicable to a small portion of the plan area in proximity to Carson station on the South Corridor LYNX Blue Line.

### Central District Plan

(1993) is one of six geographic district plans covering Charlotte's planning jurisdiction. It addresses a wide range of physical development issues and provides parcel-specific land use policies within the district. This plan will update the Central District Plan for the plan area.

### Transportation Action Plan

(2006, updated 2011) defines short and long-term policies for accommodating motor vehicles, transit riders, bicyclists and pedestrians together with an implementation "blueprint" for improvements. The *Transportation Action Plan's* comprehensive "toolbox" of transportation programs will help implement the recommendations made in this plan.

### 2030 Transit Corridor System Plan

(2006) is a long-range multi-modal transportation plan that identifies five transportation corridors, a series of Center City improvements, and enhanced bus service and facility improvements throughout the region. The South Transit line crosses the northwest corner of the plan area, with the Carson Station in the half-mile walking distance for some. The proposed Southeast Transit line is just to the northeast of the plan area, with part of the plan area within the half-mile walking distance.



*General Development Policies encourage mixed use pedestrian friendly development like the Metropolitan.*

### Urban Street Design Guidelines

(2007) offer a comprehensive approach to designing new and modified streets within the City. They are also a key component of the Transportation Action Plan, and were used in developing this plan to assist with street classifications and cross-sections that will guide the design and redesign of streets. The *Urban Street Design Guidelines* also address integrating land use and transportation to create synergy between the streets and the land uses adjacent to them.

### Greenway Master Plan Update

(2008) identifies an expanded greenway network and greenway trail system throughout Mecklenburg County. As land is acquired and set aside over time, the greenway system should also improve water quality by reclaiming natural floodplains, protect wildlife habitats and open space, and provide recreational and educational opportunities for residents. The Little Sugar Creek Greenway is an important element of the plan area.



*The Little Sugar Creek Greenway multi-use trail is a transportation and recreational amenity for the area.*

# Plan Development

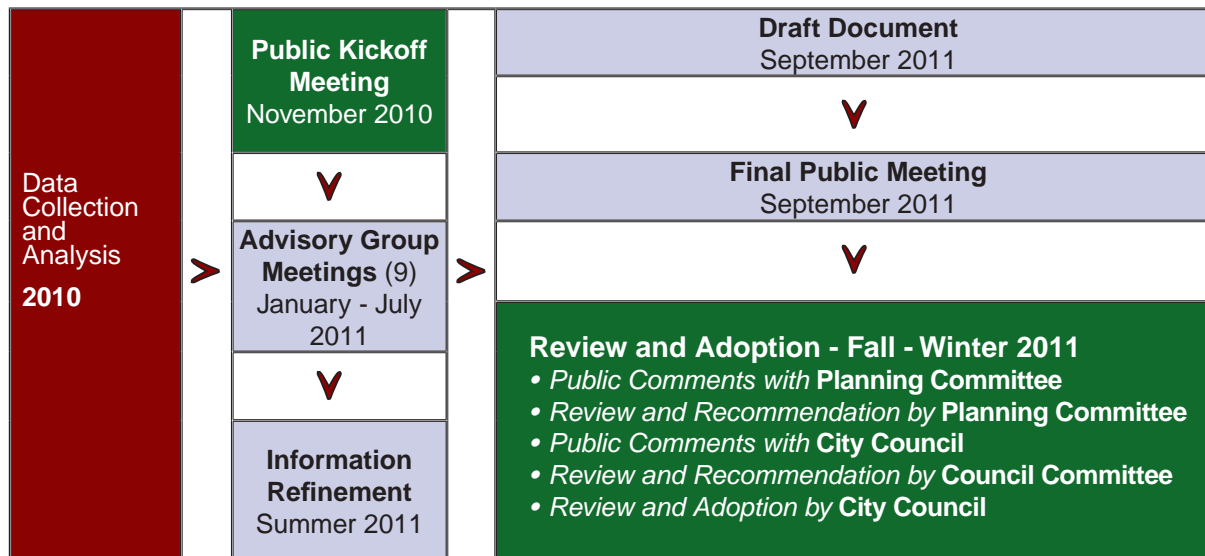
This study was initiated as a result of the plan assessment process which identified a need for an area plan based on an analysis of different criteria such as existing land use patterns, recent rezoning petitions, and population growth. Development of the *Midtown Morehead Cherry (MMC) Area Plan* occurred over a year-long period and included the following key public involvement opportunities:

- A public kickoff meeting was held on November 30, 2010 with about 70 people attending.
- The public was invited to provide input via a survey, conducted online as well as by paper during and just after the public kickoff meeting.

- An MMC Area Plan website was established to keep the public informed of plan progress and as a public repository of draft plan materials and maps, meeting notices, agendas, and presentations.
- A Citizen Advisory Committee was recruited at the first public meeting and from other interested parties. This group met nine times over the course of seven months to assist staff in developing plan recommendations.
- A second public meeting was held September 15, 2011 to present the plan recommendations. A draft of this document was available on the web. Further public input was solicited, with revisions carried forward.

- The Planning Committee of the Charlotte-Mecklenburg Planning Commission hears citizen comments and makes a recommendation to the Charlotte City Council. The City Council also hears citizen comments and makes the final decision concerning adoption of the plan.

### Steps in the Area Plan Process



Area stakeholders examine maps at the plan kickoff meeting.



Citizen Advisory Group members convened to examine policy recommendations for the plan..

## Key Opportunities and Constraints

An understanding of existing conditions, including feedback received from the public during the planning process, reveals opportunities to build upon and constraints to overcome. Key opportunities and constraints, highlighted below, form the basis for the vision statement and plan policies.

### Opportunities

- **Proximity to Center City:** The location is just outside the I-277 loop, with Center City access and views.
- **Interstate Highway Access:** The plan area is immediately adjacent to the I-277 loop, providing easy regional access.
- **Transit Access Opportunities:** The northwest corner of the plan area is close to the Lynx Blue Line light rail line, an easy walk to Carson Station. The northeast corner is within walking distance of the proposed Streetcar line



The Little Sugar Creek Greenway provides recreational trails, water quality improvements, and Uptown vistas.

on Elizabeth Avenue, as well as possible stations on the proposed Southeast corridor transit line. The plan area is served by several CATS bus routes which converge in the Center City.

- **Existing Office Concentration:** East Morehead Street has a long history as a prestigious professional office location, just outside of the Center City.
- **Existing Retail/Mixed Use:** The current Metropolitan retail and mixed use complex is built on the site of Charlotte's first indoor shopping mall, originally Charlottetowne Mall and later Midtown Square. The Metropolitan, with its mix of big box stores, restaurants, shops, and offices, serves as an anchor. Several strip centers line Kings Drive, with highly regarded retail uses.
- **Established Single Family:** Cherry is a neighborhood of historic bungalows, well located and retaining a level of affordability. The Midtown area adjoins single family homes in the historic Dilworth neighborhood.



The tree canopy along East Morehead Street is a highly valued amenity.

- **Diverse existing multi-family opportunities:** During the late 2000's, a concentration of upscale apartment and condominium dwellings was built in the Midtown and Morehead areas, including the Metropolitan complex. This adds to older multi-family dwellings along Queens Road facing Myers Park, Charlotte Housing Authority family units in Cherry, and a Housing Authority seniors facility in the Morehead area.
- **Good street grid system:** Most streets in the Midtown and Cherry areas provide a good network of streets for ease of movement.
- **Greenway and other park facilities:** The Little Sugar Creek Greenway is a major civic amenity running through the center of the plan area. It replaces a number of former commercial properties that had been built on or over the creek and its floodplain. The plan area is further enhanced by a network of neighborhood parks: Thompson,



Cherry is a neighborhood of historic bungalows, well located and retaining a level of affordability.

Cherry, Pearle Street, and Baxter Street Parks.

- **Churches and schools:** There are several churches on prominent sites that contribute to the area's vitality. The historic Morgan School building is a prominent landmark at the center of Cherry. The central campus of Central Piedmont Community College is just east of the plan area in Elizabeth, with a few buildings extending into the Midtown area.
- **Medical concentration:** The region's two major medical institutions are headquartered at the edges of the plan area. Carolinas Medical Center is just to the south, with some elements extending into the plan area along Morehead Street and Kenilworth Avenue. Presbyterian Hospital is to the east at Hawthorne Lane with auxiliary facilities along Third and Fourth Streets.
- **Farmers Market:** The Kings Drive Farmers market is a neighborhood institution, active from April to October.



The Kings Drive Farmers market is a neighborhood institution, active from April to October.

- **Tree Canopy:** East Morehead Street boasts an impressive linear canopy of mature trees, which carries over to other streets in its vicinity. Cherry, as an older established neighborhood, has a particularly dense tree canopy enveloping the neighborhood.

### Constraints

- **Traffic congestion & turn restrictions:** The principal thoroughfares through the plan area carry heavy crosstown traffic, which is especially intense at rush hours. This is true of Third and Fourth Streets, Kings Drive, Kenilworth Avenue, and East Morehead Street.
- **Blank walls and lack of storefronts on key streets:** The Metropolitan, while providing an inviting pedestrian environment at its core, turns it back on the perimeter with massive parking garage walls.



The Metropolitan development turns its back to Kings Drive.

- **Difficult pedestrian crossings:** Several major intersections provide challenges for pedestrians: The intersections of East Morehead Street with Kings Drive and with McDowell Street were identified as particular problems. Continuous traffic along Kings Drive poses a challenge for pedestrians seeking to cross for access to the greenway.
- **Street network discontinuity in key locations:** While much of Midtown and Cherry have well connected streets, portions of the Morehead area are more challenging, with several dead-end limited access locations.
- **Encroachment of large uses on neighborhoods:** Over many decades, strip retail centers, office buildings, and multi-family developments have nibbled at the edges of Cherry with poor transition to the continuing neighborhood.



The intersection of East Morehead and McDowell Streets is unattractive and challenging to pedestrians.

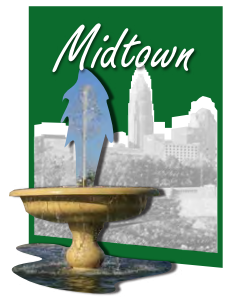




## Vision Statement

The preferred future for the plan area was developed based on the input from the community. The statement describes the kind of place the community envisions for the future; it generates common goals, offers the possibility for change, and gives the community something to move toward.

The Midtown Morehead Cherry Area is a diverse community of residents, businesses, and institutions located just south of Uptown Charlotte. The Little Sugar Creek Greenway provides a common amenity and focal point for continued evolution as sustainable, pedestrian-friendly mixed use neighborhoods surrounding and interacting with Uptown. The area is composed of three neighborhoods, each with distinct character and aspirations.



**Midtown** is emerging as an urbanized district drawing energy from Uptown, Elizabeth Avenue, and nearby hospital and community college campuses. It seeks to evolve as a pedestrian-oriented gathering place for

surrounding neighborhoods and the larger city where people live, work, play, and shop, building upon the greenway, farmers market and natural features, while establishing a respectful transition to the Cherry neighborhood.



**Morehead** was a primary residential street of historic Dilworth which has become an office and mixed use element of the community. It has distinctive wide setbacks and dense

mature tree canopy along East Morehead Street which should be maintained. It seeks to become more pedestrian friendly and strengthen its mix of uses, while still preserving its historic character and sensitivity to the scale of the Dilworth neighborhood.



**Cherry** began in the late 19th Century on the outskirts of Charlotte, and became one of the City's earliest African American neighborhoods. As it increases in cultural diversity, it seeks to:

- Preserve its history and character,
- Stabilize its existing single-family housing,
- Continue to provide viable affordable housing opportunities,
- Retain its close-knit community spirit,
- Enhance its pedestrian network and tree lined streets, and
- Protect its fragile edge from intrusion of higher density uses incompatible with its residential character and scale.

## Goals

To achieve the future envisioned for the plan area, the following goals have been identified. The goals build upon adopted plans and policies.

### Land Use

- **Midtown:** Capitalize on proximity to the Center City, to the major institutional anchors, and to existing mixed use development to evolve into a pedestrian-oriented gathering place for surrounding neighborhoods and the larger city, while establishing a respectful transition to the Cherry neighborhood.
- **Morehead:** Build upon a strong reputation as a prestigious office location just outside of the Center City to become more pedestrian friendly and strengthen its mix of uses, while still preserving its historic character and sensitivity to the scale of the Dilworth neighborhood.
- **Cherry:** Maintain and preserve the area's predominant historic residential character, while continuing to provide viable affordable housing opportunities, retaining its close-knit community spirit, and protecting its fragile edge from intrusion of higher density uses incompatible with its residential character and scale.

### Community Design

- Create an improved urban environment by encouraging project design

that contributes to the community, creating attractive streetscapes, building on the synergy of infrastructure investments, and respecting the character of the neighborhood.

### Transportation

- Support and develop a connected, affordable, balanced transportation system that encourages walking. It should safely and sensibly accommodate pedestrians, bicyclists, and transit users while allowing for neighborhood-friendly automobile speeds for motorists and business patrons traveling to and through the plan area.

### Infrastructure and Public Facilities

- Maintain and enhance public facilities such as parks and greenways, and emphasize environmental and economic sustainability for new or updated public facilities and infrastructure.

### Environment

- Preserve and protect the natural environment, parks, tree canopy, open spaces, and natural resources. Promote measures to minimize the adverse effects of new development on air and water quality, and encourage the use of eco-friendly building technologies and renewable resources.

## Plan Concept

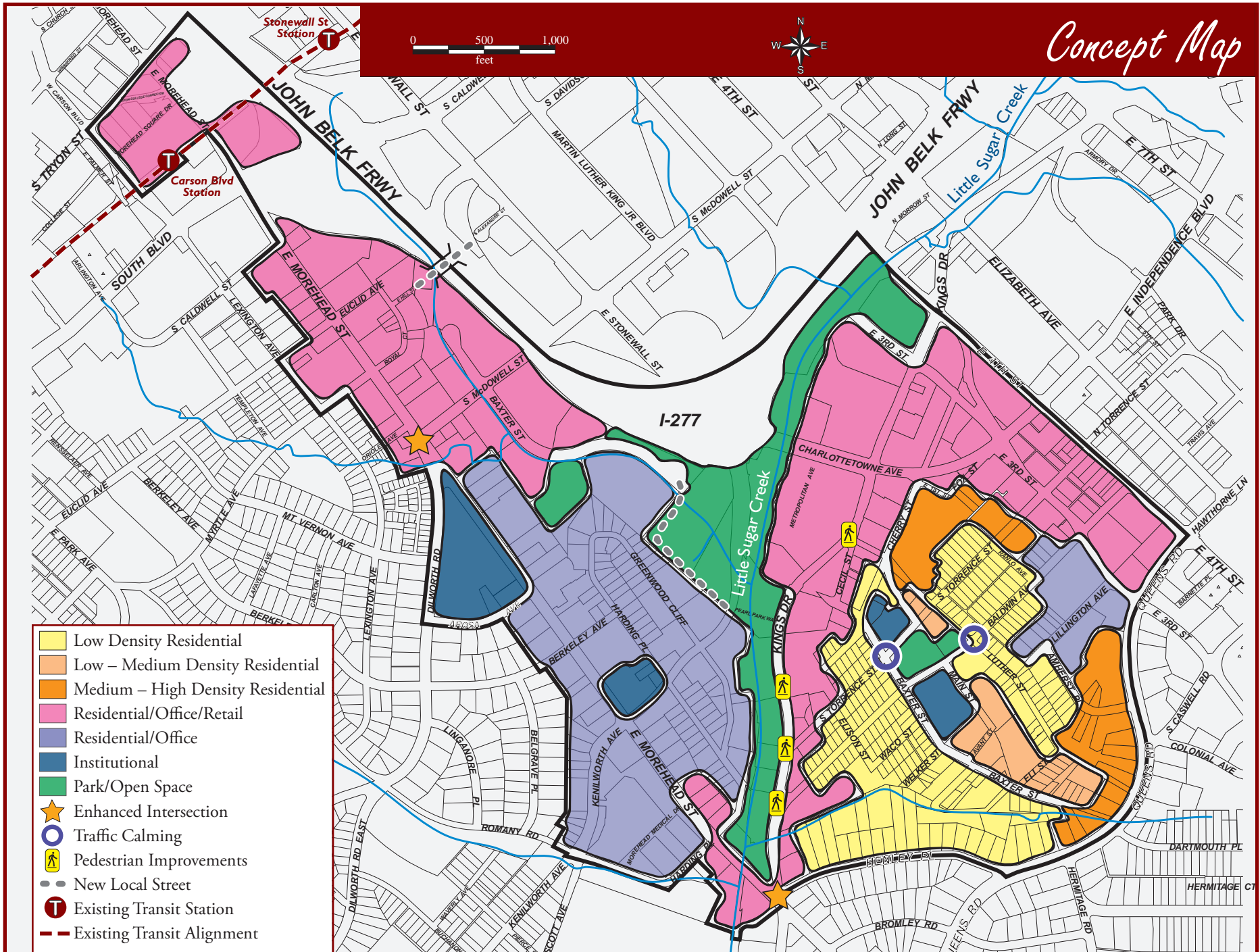
Taking the vision statement and goals into consideration, the Concept Map (Map 3)

illustrates the recommended development pattern for the plan area. The plan calls for mixed use development of varying types through most of the Midtown and Morehead areas, and neighborhood preservation strategies for Cherry. Existing institutional uses (hospitals, colleges, and churches) are expected to remain an important part of the plan area. This development pattern is supported by the recommended street cross sections, which accommodate pedestrians, vehicles, and cyclists for maximum accessibility in a safe manner. Key to this accessibility is the greenway system and connection of existing parks and open space.

The Concept Map identifies the principal nodes of activity, shown as “bubbles” on the map:

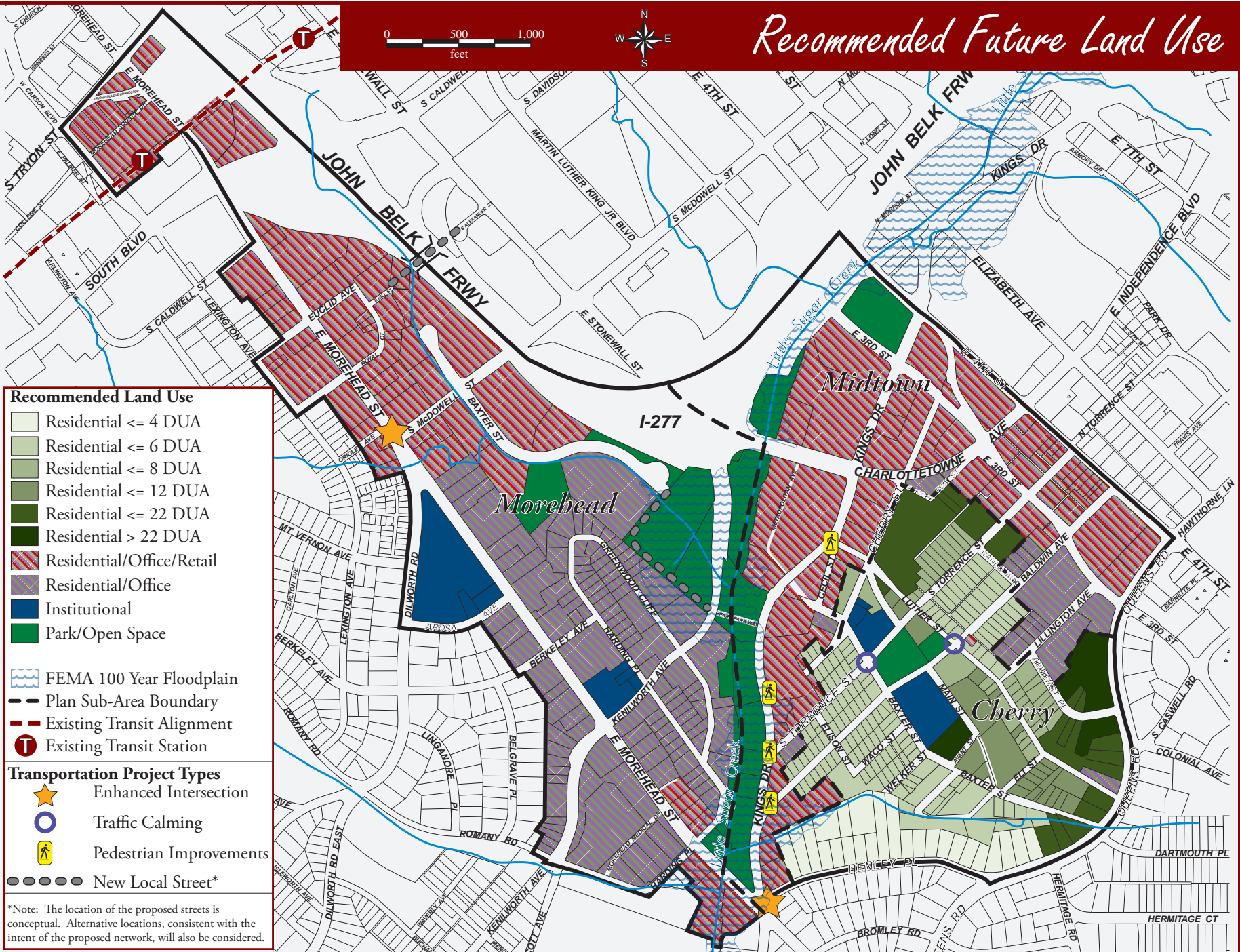
- Low Density Residential in the existing Cherry single-family neighborhoods and along Henley Place;
- Low to Medium Density Residential compatible with the existing neighborhood at the center of Cherry, encompassing the school, churches, and a development site;
- Medium to High Density Residential use at current built or zoned densities on properties fronting Queens Road;
- A mix of Residential, Office, and Retail along key streets where intensities warrant;
- Mixed office and residential uses, much of it expected to be medical related, in less traffic intensive locations;
- Greenway and park use within the existing well-connected network.

# Concept Map



- Low Density Residential
- Low – Medium Density Residential
- Medium – High Density Residential
- Residential/Office/Retail
- Residential/Office
- Institutional
- Park/Open Space
- ★ Enhanced Intersection
- Traffic Calming
- ▲ Pedestrian Improvements
- New Local Street
- T Existing Transit Station
- Existing Transit Alignment

# Recommended Future Land Use



**Recommended Land Use**

- Residential <= 4 DUA
- Residential <= 6 DUA
- Residential <= 8 DUA
- Residential <= 12 DUA
- Residential <= 22 DUA
- Residential > 22 DUA
- Residential/Office/Retail
- Residential/Office
- Institutional
- Park/Open Space

FEMA 100 Year Floodplain

Plan Sub-Area Boundary

Existing Transit Alignment

Existing Transit Station

**Transportation Project Types**

- Enhanced Intersection
- Traffic Calming
- Pedestrian Improvements
- New Local Street\*

\*Note: The location of the proposed streets is conceptual. Alternative locations, consistent with the intent of the proposed network, will also be considered.

# Land Use

This section establishes future land use policies for the area and recommends appropriate land uses to realize the plan vision. In developing these policies, transportation and community design issues were also considered and incorporated as appropriate. However, separate sections for transportation, and community design follow and build upon the policies discussed in the land use section.

The plan area lies partially within the South and Southeast Growth Corridors as defined by the City's *Centers, Corridors and Wedges Growth Framework*, as was shown on Map 1. The growth corridor boundaries as they exist do not accurately define the areas appropriate for higher density development. For example, the Metropolitan development is shown as outside the Growth Corridor and within a Wedge.



Metropolitan Avenue has a good blend of landscaping, parking, pedestrian amenities, and outdoor dining.

The Midtown and Morehead areas in their entirety are recommended for designation as part of the Southeast and South Growth Corridors. These areas are appropriate for Growth Corridor designation due to their interchange accessibility, transit accessibility, and adjacency to Center City uses and densities.

Most of the Cherry neighborhood, like the adjoining Myers Park and Dilworth neighborhoods, is designated as a Wedge. This designation is still valid. A few parcels of residential land in the vicinity of Morgan School and Cherry Park are shown in the Growth Corridor, and are recommended for designation as Wedge.

The land use policies are shown on Map 4. Each policy is numbered, and the specific location noted on the map extracts for the three component areas. The policies also are cross referenced by number in the Implementation Guide.

The commercial elements of Midtown and Morehead are recommended for a mix of



Behind the tree canopy, East Morehead Street has large buildings with offices and other uses.

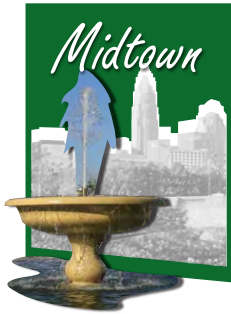
uses, which include residential, office, and in some cases retail. These are depicted by the "striped" patterns on the land use maps. In general, it is expected that individual parcels may include any one or more of the recommended uses. Residential densities uses in these areas are appropriate within the height, setback, parking, and other applicable regulations.

Portions of the Midtown and Morehead areas are recommended for a Pedestrian Zone, most likely implemented through use of a Pedestrian (PED) Overlay zoning district. These are noted within the land use policies for specific locations that follow. Further details of the Pedestrian Zone areas, standards, and streetscape cross sections are included later in this Land Use section.

Key Street Network policies that relate to the Land Use recommendations are noted. The Transportation section of this plan provides additional detail. The location of proposed streets is conceptual. Alternative locations, consistent with the intent of the proposed network, will also be considered.



Cherry provides a variety of affordable housing opportunities, like the Cherry Gardens housing for seniors.



## Midtown Area

The Midtown area is bounded generally on the west by the Little Sugar Creek Greenway and the John Belk Freeway (I-277); to the east by East Fourth Street; to the southeast by Queens Road; and

to the south by the Cherry neighborhood along various property lines as depicted on Map 4. Midtown is appropriate for inclusion in the Southeast Growth Corridor, as defined by the *Centers, Corridors and Wedges Growth Framework*.

The Land Use Goal for this area is:

- **Midtown:** Capitalize on proximity to the Center City, to the major institutional anchors, and to existing mixed use development to evolve into a pedestrian-oriented gathering place for surrounding neighborhoods and the larger city, while establishing a respectful transition to the Cherry neighborhood.



Retail uses with parking lots in front line Kings Drive across from the greenway.

## Land Use Policies

- L1. Greenway:** The Little Sugar Creek Greenway development has been transformational in establishing a central amenity for the plan area. It includes a multi-use trail for hiking and biking, connections to other park and amenity areas, places for passive use and events, a street presence along Kings Drive and Kenilworth Avenue, and opportunities for overlooks from adjoining properties. Continuing use for park and greenway purposes is strongly supported.
  - L2. Metropolitan Development:** The Metropolitan is a large mixed use development planned as a unit. It serves as an anchor for the plan area. This plan supports its continued build-out for residential, office, and/or retail uses, and encourages future changes that improve the pedestrian experience with active uses along the site perimeter.
  - L3. Kings Drive frontage:** The east side of Kings Drive now faces directly onto the greenway or onto the edge of the Metropolitan. It is developed with strip centers, retail sites, and some office uses. As opportunities for redevelopment arise, this area should move toward mixed use pedestrian friendly development, with buildings along the street edge. This might include retail uses along the first floor, with office or residential uses above, or single uses on individual parcels. As redevelopment occurs, connectivity to the existing street network should be undertaken in accordance with applicable City policies, with sensitivity to the community, resident
- input, and appropriate traffic calming mechanisms.
- Pedestrian Zone is recommended for this area with streetscape standard that include recessed on-street parking with new development. Because of this area's adjacency to low density residential uses in Cherry, height restrictions in the PED Overlay zoning district would ensure appropriate transition.
- L4. Parking behind Kings Drive parcels:** There are several parking area extensions serving the retail centers on Kings Drive rezoned with conditional plans limiting their use to parking. As a protection for the Cherry neighborhood, the use limitations should remain in place, with no further commercial development.
  - L5. Farmers Market site:** The Kings Drive Farmers Market is a neighborhood institution and asset strongly supported by the community. It exists as a legally non-conforming use on residentially zoned land. This plan supports continuing operation as a farmers market; in the future, residential development may be pursued; mixed use including retail may be appropriate with a design taking into account the adjoining low density residential neighborhood.
    - Pedestrian Zone is recommended to complement the neighborhood and support pedestrian activity. Permanent improvements for the farmers market or other use would entail rezoning action on the part of the owner in addition to a PED Overlay district.

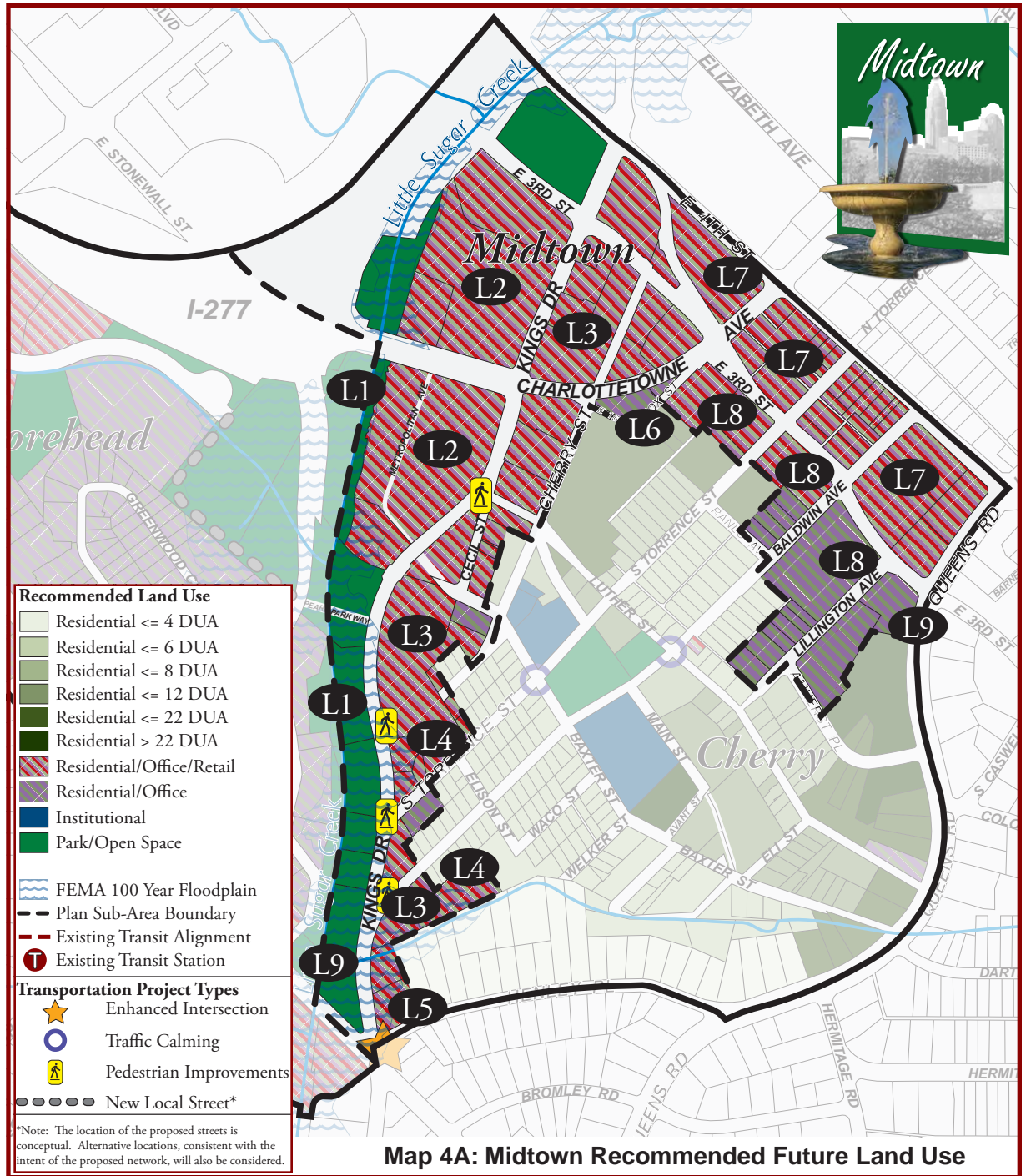
**L6. Charlottetowne Avenue at Fox Street:**

A small triangular block fronting Charlottetown Avenue is zoned residential, but contains small nonconforming uses. It is considered an element of the Cherry neighborhood. The location is appropriate for mixed uses including residential and/or office.

- Pedestrian Zone is recommended to ensure neighborhood compatibility and support pedestrian activity in the future.

**L7. Third to Fourth Streets:** This area is developed with retail, office, and institutional uses, some related to Central Piedmont Community College; some medical related, and some an extension of the Elizabeth commercial area further east. It is separated from the Cherry neighborhood by some distance and by intense vehicular traffic on Third Street, leading to reduced concerns on building height and density. The area is recommended for mixed use development including retail. Building heights exceeding usual PED limit (100 feet at present) may be appropriate, subject to site-specific rezoning applications. New uses should conform to the community design standards in this plan.

**L8. Third Street abutting Cherry:** A number of parcels front Third Street on the southwest side, or Lillington Avenue, Baldwin Avenue, or Torrence Street side streets extending from Third Street into the Cherry neighborhood by as much as a block. These are zoned and/or used for various retail and office uses. These properties are appropriate



for mixed use development. First floor retail is appropriate where current B-2 business or conditional zoning so allows.

- Pedestrian Zone is recommended for this area to encourage pedestrian oriented development. Because of this area's adjacency to low density residential uses in Cherry, height restrictions in the PED Overlay zoning district would ensure appropriate transition. These are described in the Pedestrian Zone section following.

**L9. Southeast Growth Corridor extension:** As previously discussed, only a portion of the Midtown area is included within the Southeast Growth Corridor. The entire Midtown area as defined herein is appropriate for designation as part of the Southeast Growth corridor.

### Supporting Street Network

The following street network recommendations are described in more detail in the Transportation section of this plan.

- **Kings Drive Improvements (T1):** Kings Drive is envisioned as a tree-lined avenue, and includes additional pedestrian crossings.
- **Intersection of Kings Drive at East Morehead Street (T2):** Improvements for safety and operation of the intersection for pedestrians and vehicles are needed.
- **Charlottetowne Avenue Conversion (T5):** Similar to the lane reduction on Charlottetowne Avenue at the Metropolitan, this may allow on-street parking, bicycle markings, and turn lanes.

- **Third - Fourth Street Connector (T6):** This difficult and congested street connection for traffic to and from Uptown needs further study of possible improvements.



### Cherry Area

The Cherry area is bounded generally on the west and north by the Midtown commercial area along various property lines as depicted on Map 4; on the east by Queens Road; on the south by Henley Place.

Cherry is appropriate for inclusion in the Wedge, as defined by the *Centers, Corridors and Wedges Growth Framework*.

The Land Use Goal for this area is:

- **Cherry:** Maintain and preserve the area's predominant historic residential character, while continuing to provide viable affordable housing opportunities, retaining its close-knit community spirit, and protecting its fragile edge from intrusion of higher density uses incompatible with its residential character and scale.

The following intentions are embodied within the specific policies that follow:

- Maintain, preserve, and enhance the area's predominant historic residential character, parks and open spaces.
- Encourage well-conceived infill development, important to the ongoing vitality of the area, balanced with neighborhood preservation. There should

be broad community participation in planning and development decisions that affect the fabric of the Cherry neighborhood.

- Preserve the stability of Cherry neighborhood, as noted in the 2010 Charlotte Neighborhood Quality of Life Study.
- Given that Cherry's tree-cover is considered to be one of the area's most striking attributes and ranks among the finest in Charlotte, design new development and redevelopment to minimize adverse impacts to the tree canopy.
- Discourage tearing down of historic or architecturally significant structures, and encourage their reuse.
- Cherry is ranked as one of Charlotte's most walkable neighborhoods. Although pedestrian facilities are plentiful, provide for improved pedestrian safety, mobility, and walkability.

### Land Use Policies

**L10. Neighborhood residential density:**

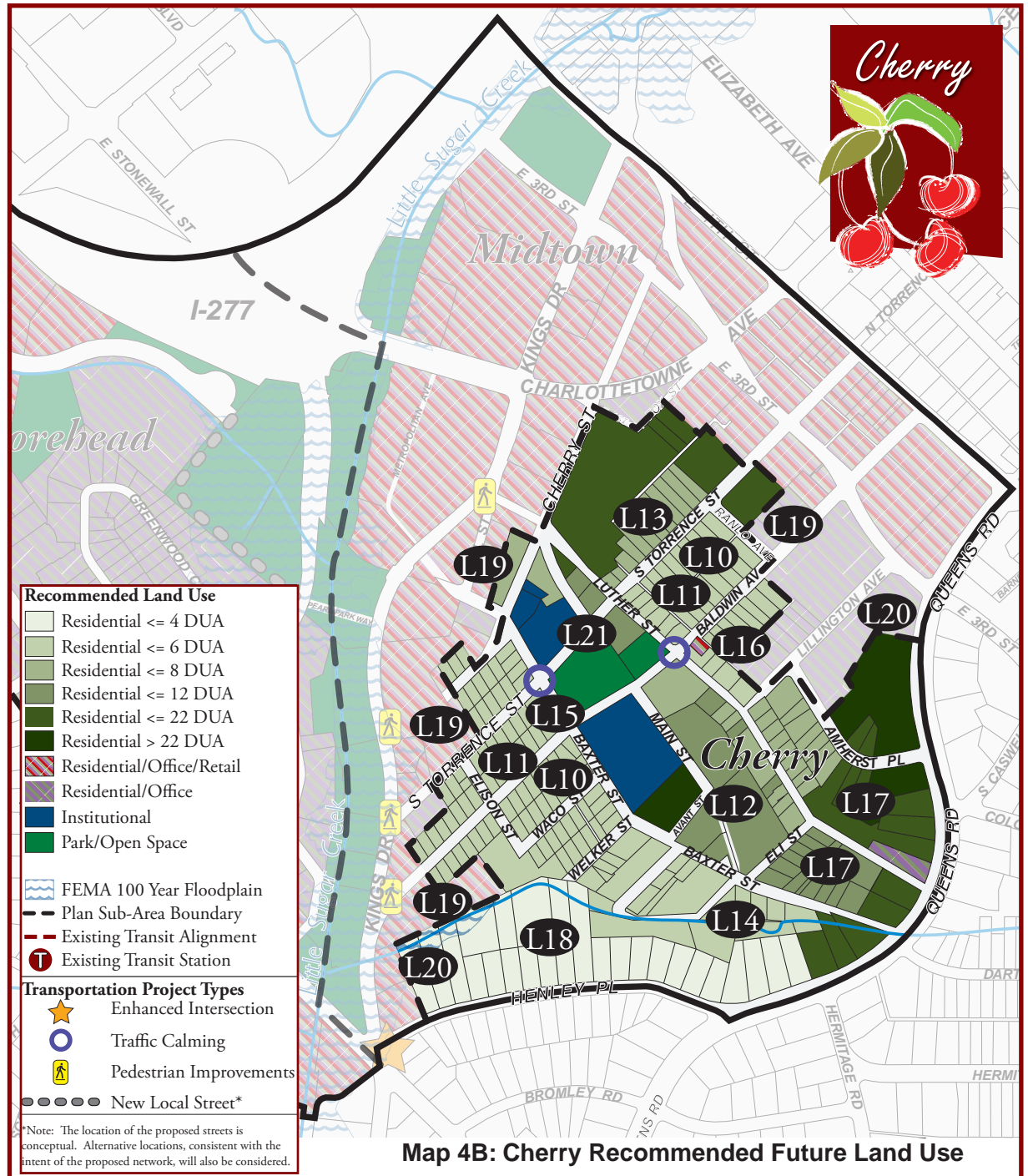
The core of Cherry is a neighborhood of single-family bungalows. Over the years, various forces have decreased the size of the neighborhood at its perimeter and within. This plan supports retention of all remaining areas zoned for single-family use at current permitted densities: 4, 6 or 8 dwellings per acre as noted on Maps 4 and 4B. It supports actions to retain existing homes in those single-family areas, and infill of existing compatible single-family residential homes on vacant lots.



**L11. Preservation of neighborhood character:** As a means to preserve the historic character of Cherry, there has been interest expressed within the community in establishing a local or national historic district within Cherry. This plan supports community and City efforts to investigate the feasibility and wider community interest in such a historic district. Further details can be found in the Implementation section of the plan.

A conservation district may be an alternative to a historic district. Conservation Districts are in use in some other cities to provide for more detailed regulation of housing details within neighborhoods. It is a tool under consideration in Charlotte. If the Conservation District concept is adopted in Charlotte, this plan supports exploring its use in Cherry.

**L12. Main Street development:** A development project called Grove at Cherry was approved in 2008 for townhome development at a density of about 9.5 units per acre. The development included abandonment of a section of Main Street and dedication of a replacement connection. This plan recognizes the validity of that development approval. However, the street abandonment has expired. A connection of Main Street southward to another street as a part of the development is necessary in some form, including the possibility of leaving Main Street as it is. If this development does not move forward, any new proposal for this site should be for single-family residential use compatible with the neighborhood character at up to 8 dwellings per acre.



**L13. Torrence Street residential row:** A row of homes on the northwest side of Torrence Street (northeast of Luther Street) is predominantly single family, with some 2- to 4-unit buildings. It is currently zoned for multi-family development. This row of homes should be indicated as single-family at a density of up to 8 dwelling per acre.

**L14. Baxter Street non-conforming use:** A heating oil distribution business has been operating on Baxter Street near Eli street in a commercial/industrial building dating to 1940, although it is zoned for single family residential use. It is a legal nonconforming use, and may continue to operate indefinitely. When vacated, this property should revert to single-family use compatible with its surroundings.

**L15. Baxter Street and Baldwin Avenue retail building:** A retail building at the corner of Baldwin Avenue and Baxter Street has been there since 1930, although the zoning is for single-family residential. It is a legal non-conforming use. The building is built up to the sidewalk; it fits



Some new homes in Cherry such as this one are designed to be compatible with the historic style.

the neighborhood historic pattern, and it provides convenient neighborhood services. This plan supports its continued operation in its present building form. It does not support a replacement or expanded retail or commercial property at this location.

**L16. Baxter and Luther Streets historic structures:** A retail building at Baldwin Avenue near Luther Street also dates from 1930. It sits on a tiny plot zoned for business use. The small street front business is appropriate for the neighborhood, but an expanded site or larger building would not be appropriate at this location. The adjoining Old Mount Zion Lutheran Church building, dating to 1896 and designated as a local historic landmark, is in use as an office. This use is recognized as an appropriate reuse of this historic building.

**L17. Queens Road multi-family properties:** A number of higher density residential condominium and apartment facilities have been constructed along Queens Road over the decades. While they ex-



A small local business on Baldwin Avenue occupies a historic structure and blends with the neighborhood.

tend into the Cherry neighborhood, many of them relate more to the adjoining Myers Park neighborhood than to Cherry. Any new development that extends toward the historic neighborhood or fronts on the narrow neighborhood streets should be designed with front setbacks, building heights, and dwelling entrances that provide a good transition to the bungalow character of the neighborhood, at a density consistent with current allowances as noted on Maps 4 and 4B.

**L18. Henley Place:** The north side of Henley Place historically has been included within Cherry for plan purposes, although it generally is associated with the adjoining Myers Park neighborhood. It is part of a single-family neighborhood, and should continue as residential use up to 4 dwellings per acre.

**L19. Neighborhood boundary toward Kings Drive, Charlottetowne Avenue, and Third Street:** The edge of single family residential development on the periphery of Cherry reflects encroachments on the neighborhood over past years. Further incremental encroachments are not appropriate. Single family residential properties along the neighborhood edges should remain, at maximum densities as noted on Maps 4 and 4B.

**L20. Wedge boundary in Cherry:** The Cherry neighborhood as defined herein is appropriate for designation as a Wedge as defined in the *Centers Corridors and Wedges Growth Framework*. This will remove a small area in the vicinity of the Morgan School from the Southeast Growth Corridor.

**L21.Cherry Institutional Core:** The Morgan School Building, Cherry Neighborhood Park and Myers Tabernacle AME Zion Church are at the center of the neighborhood, considered major elements of Cherry’s identity. The school building was built in 1925, and is recognized as a local historic landmark. It currently is operated as a Charter school. It should remain in use as a school facility in the future. Cherry Neighborhood Park (formerly Morgan Park) is located near the center of the neighborhood and was created by the Myers family at least by the mid 1920’s. It is renowned to be the first city park in an African-American neighborhood in Charlotte, and is thought to have been the first intended primarily to serve a working-class area. Given its historical significance, it should be maintained, preserved, and enhanced along with the other neighborhood open spaces. The church was built in 1902, and may be eligible for local historic landmark status. Steps should be undertaken to pursue historic designation.



## Morehead Area

The Morehead area is bounded generally on the north by South Tryon Street and the John Belk Freeway (I-277); to the east by the Little

Sugar Creek Greenway; and to the west by the rear property lines of various properties along East Morehead Street where they abut the Dilworth plan area. Morehead is appropriate for inclusion in the South Growth Corridor, as defined by the *Centers, Corridors and Wedges Growth Framework*.

The Land Use Goal for this area is:

- **Morehead:** Build upon a strong reputation as a prestigious office location just outside of the Center City to become more pedestrian friendly and strengthen its mix of uses, while still preserving its historic character and sensitivity to the scale of the Dilworth neighborhood.

### Land Use Policies

**L22.East Morehead Street (south of McDowell Street):** East Morehead Street in this vicinity has evolved primarily as an office location. Some residential uses also have evolved here. The street is not radial, so it is not on a direct route into the Center City, and so is not well located for extensive retail use. The most appropriate uses are a mix of residential and office uses, to include medical office, clinics, and institutional uses; some

retail to serve the immediate population also may be appropriate. Development of such uses should incorporate design features to preserve the mature tree canopy along the street.

- Pedestrian Zone is recommended for this area to encourage pedestrian oriented development. Height restrictions in the PED Overlay zoning district would ensure appropriate transition to adjacent neighborhoods. A streetscape standard intended to preserve the mature tree canopy is provided.

**L23.East Morehead Street (McDowell Street vicinity to South Boulevard):**

This area includes retail uses that developed on the routes from Dilworth to the Center City. A mix of uses including retail is appropriate in this section of East Morehead.

- Pedestrian Zone is recommended for this area to encourage pedestrian oriented development. A streetscape standard intended to preserve and extend the mature tree canopy is provided.

**L24.East Morehead Street (South Boulevard to Tryon Street):**

This area is in close proximity to Carson Station on the Lynx Blue Line. It was not included in the *South End Station Area Plan* because it was already zoned UMUD for mixed use at Center City densities. A mix of uses, including retail, office, and residential is appropriate at this location.

- This plan includes a street cross section and streetscape standards that apply to this area.

### Supporting Street Network

The following street network recommendation is described in more detail in the Transportation section of this plan.

- **Cherry Neighborhood Traffic Calming (T7):** To calm traffic on streets that transect the neighborhood, traffic circles are proposed at key intersections.

**L25. Baxter Street (west of the greenway):** Baxter Street within the Morehead area consists of two cul-de-sacs accessed off of McDowell Street. Although located just outside of the Center City and adjacent to I-277, it is mostly low scale office park building types, plus the Charlotte Housing Authority's Charlottetowne Terrace seniors housing. It is well located for higher density mixed use development, including retail uses in areas closest to McDowell Street.

- Pedestrian Zone is recommended for this area to encourage pedestrian oriented development. Because of the distance from single family residential areas, building heights over 100 feet may be appropriate, subject to site-specific conditions.

**L26. Kenilworth Avenue vicinity:** The REALTOR Association site has an office building expected to be redeveloped in the foreseeable future. This property and other properties fronting Kenilworth Avenue east of Morehead Street are appropriate for a mix of office and residential uses.

- Pedestrian Zone is recommended for this area to encourage pedestrian oriented development. Because of the distance from single family residential areas, building heights over 100 feet may be appropriate, and retail uses as a part of mixed use also may be appropriate, subject to site-specific conditions.

**L27. Greenwood Cliff and Harding Place (east of Morehead Street):** This was originally a single-family neighborhood, long since repurposed for office use. Many residential structures remain, now in office use. The streets likewise are a narrow residential type. A few larger office uses have developed. This area is most appropriate for a mix of office and residential uses, with streetscape and design standards to function on the existing street network and preserve the existing tree canopy.

- Pedestrian Zone is recommended for this area to encourage pedestrian oriented development.

**L28. Morehead Medical Plaza site:** The site bounded by East Morehead Street, Kenilworth Avenue and Harding Place is under development by Carolinas Medical Center for intensive health care uses as an extension of their hospital complex. The ongoing development is guided by existing zoning standards. This plan

supports continuation of development under these standards, at a density not to exceed current limits.

**L29. East Morehead Street (Kings Drive to vicinity of Harding Place):** The segments of East Morehead Street closest to Kings Drive and the Greenway have existing B-1 and B-2 zoning, and are well located to support mixed use development including retail uses. Portions are in close proximity to single family residential on Henley Place. It is important that future development here follow pedestrian mixed use standards whether or not ownership includes retail uses in their building program.

- Pedestrian Zone is recommended for this area to encourage pedestrian oriented development. Height restrictions in the PED Overlay zoning district would ensure appropriate transition to adjoining neighborhoods.



*Generous setbacks behind the sidewalk are typical of buildings along East Morehead Street..*



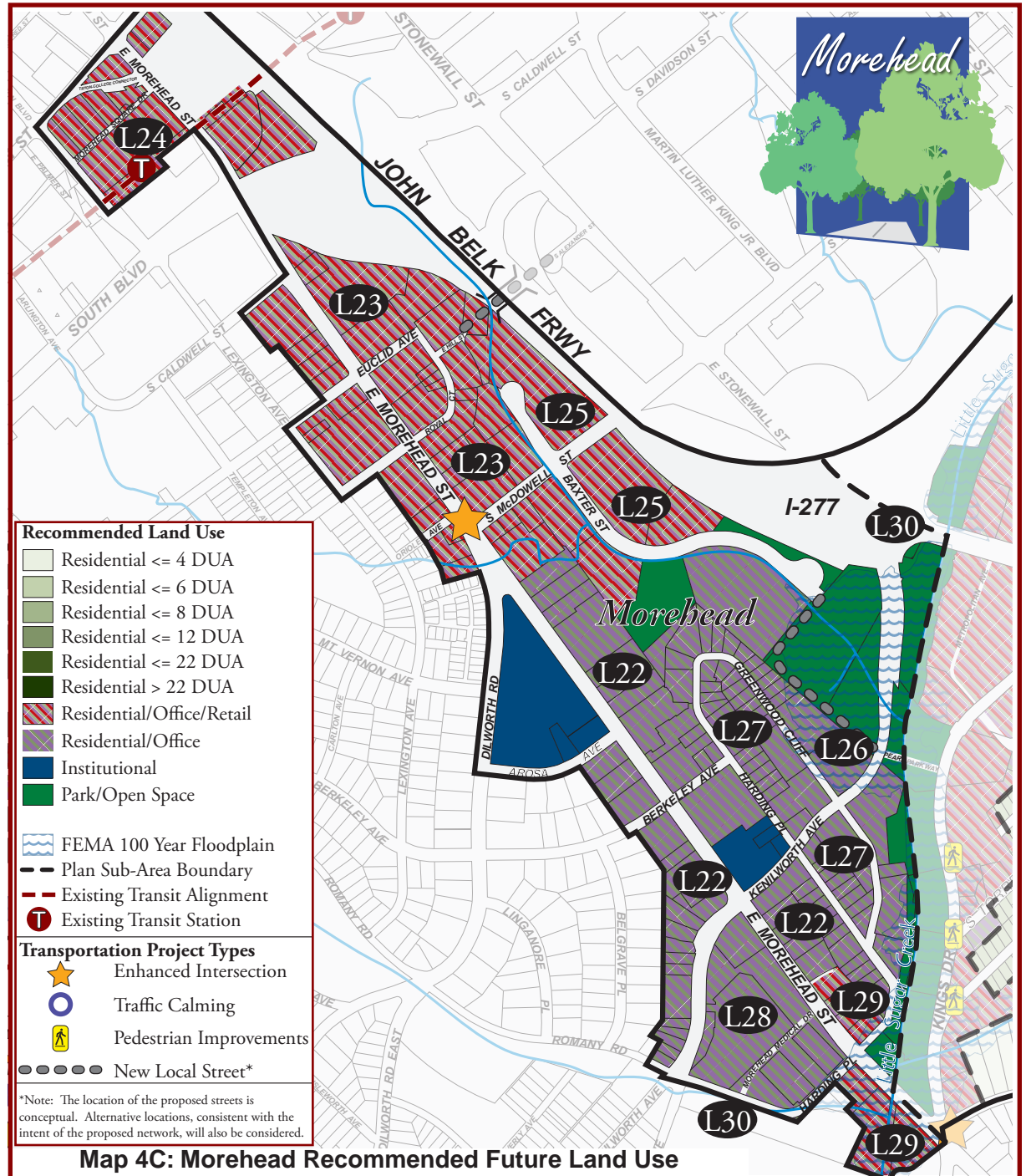
*This aerial view shows the East Morehead tree canopy, with large office buildings just behind.*

**L30.South Growth Corridor extension:** As previously discussed, only a portion of the Morehead area is included within the South Growth Corridor. The entire Morehead area as defined herein is appropriate for designation as part of the South Growth Corridor.

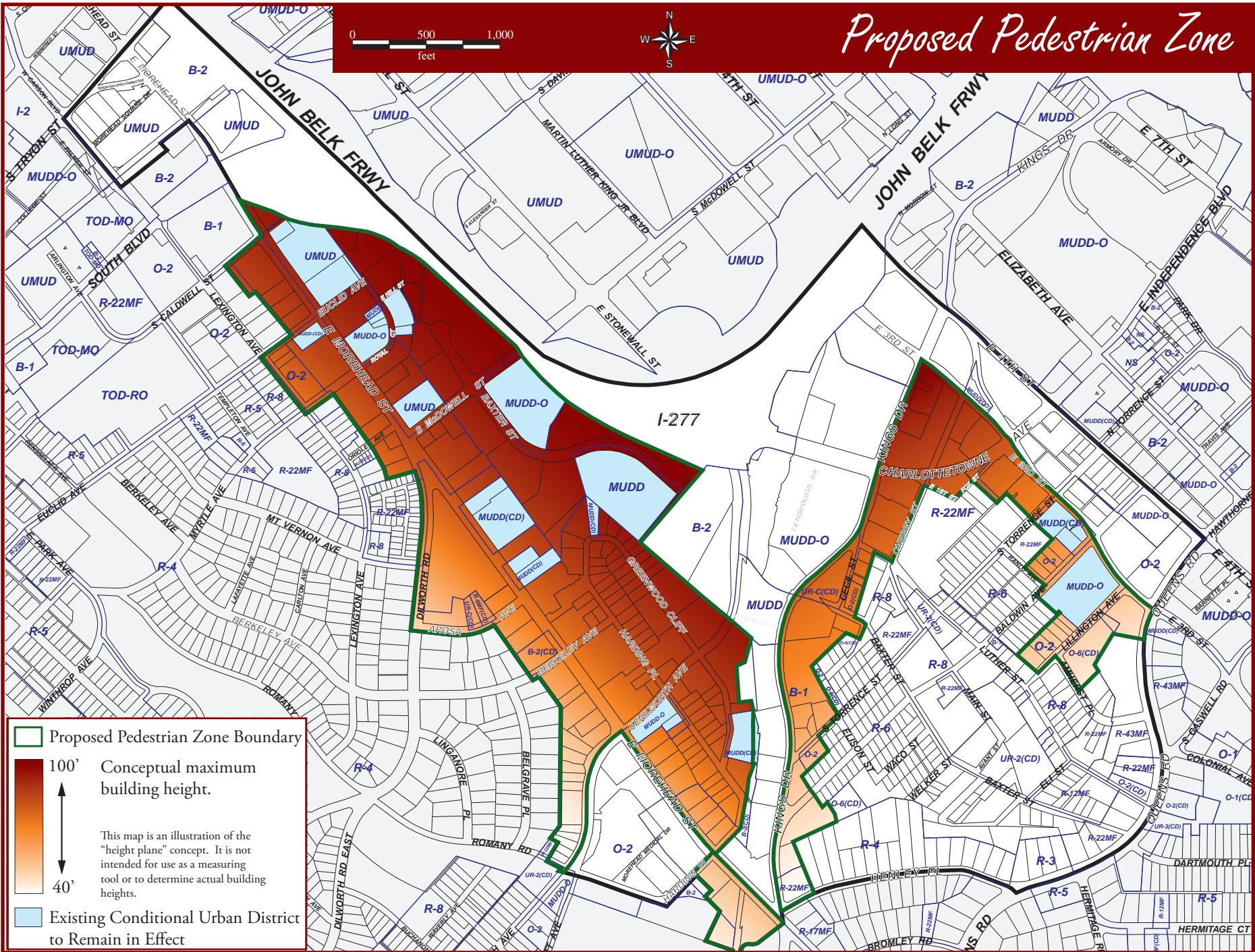
### Supporting Street Network

The following street network recommendations are described in more detail in the Transportation section of this plan.

- **Kenilworth Avenue Bicycle Facilities (T12):** Fill in a missing element of bicycle lanes between Greenwood Cliff and East Morehead Street.
- **Pearl Park Way Extension (T13):** Provide a new street element from the new Pearl Park Way bridge westward to Baxter Street, past the REALTOR Association building and Pearle Street Park and the Charlottetowne Terrace residential building. Include on-street parking.
- **Intersection of East Morehead Street at South McDowell Street and Dilworth Road (T15):** Improvements for safety and operation of the intersection for pedestrians and vehicles are needed.
- **South McDowell Street Conversion (T16):** Existing street width could be used better with reduced number of lanes, providing bicycle and parking opportunities.
- **Alexander Street Bridge (T17):** Consider a new bridge across I-277 connecting Alexander Street to East Hill Street.



# Proposed Pedestrian Zone



Proposed Pedestrian Zone Boundary

100' Conceptual maximum building height.

40'

This map is an illustration of the "height plane" concept. It is not intended for use as a measuring tool or to determine actual building heights.

Existing Conditional Urban District to Remain in Effect

## Pedestrian Zone

A substantial portion of the Midtown and Morehead areas is recommended for a Pedestrian Zone. The purpose is to establish an urban fabric by promoting a mixture of uses in a pedestrian-oriented setting of moderate intensity, to support economic development along business corridors, and to provide protection for adjoining established neighborhoods. Map 5 shows the areas proposed for the Pedestrian Zone. The likely means to achieve this is through establishment of a PED Overlay zoning district.

The provisions of the Pedestrian Overlay zoning district require adoption of a Streetscape Plan prior to approval of a PED rezoning. The plan includes specific streetscape requirements that will be applicable in the area zoned PED. The streetscape requirements identify an “ultimate” curb line for streets within the district, and appropriate building setbacks and streetscape requirements (such as sidewalks and tree planting) for new development based on that curbline. This area plan is intended to fulfill the Streetscape Plan function for areas within its boundaries.

**Rezoning Process:** A rezoning application for the PED Overlay District also must be filed and approved by City Council, complete with all of the public comment usual to a rezoning.

**Regulatory Element of Streetscape Plan:** Charlotte’s Zoning Ordinance contains over 30 zoning districts, each with its own regulations and requirements. An overlay district such as PED superimposes additional or alternative development and urban design standards on the basic underlying zoning. It overrides the setbacks of the underlying zoning districts with one set of requirements, thereby requiring new development to be built in a more unified manner along a street.

The Streetscape standards set forth in this plan supplement the requirements of the PED zoning district, as well as TOD, MUDD, UR, NS, and other urban zoning districts that may be established. All of these zoning districts refer to streetscape standards for new development and changes to existing development. Within these urban districts, the streetscape standards define ultimate curb locations, building setback lines, sidewalk width and locations, and tree planting requirements.

**Building Height Limitation:** An important element of a PED Overlay is a height limitation in proximity to single family residential neighborhoods. Where the PED district abuts single family zoning (R-3, R-4, R-5, R-6, or R-8) a height limit of 40 feet is in place. The building height may increase one foot in height, over the base 40 feet, for every 10 feet in distance the portion of the building is from single family zoning districts. The maximum height tops out at 100 feet; higher buildings would require a conditional/optional rezoning application. The shading on Map 5 shows conceptually how the height plane might impact maximum building heights.

**Streetscape:** Streetscape Development Standards are requirements for private development and will be the responsibility of developers or land owners to implement as property in the district is redeveloped or improved. In combination with the development requirements in the zoning text, these standards will provide the primary mechanism for reshaping the streetscape into the pedestrian-oriented environment envisioned for the plan area.

The cross-sections are not plans for immediate road improvements, but are recommended long-term changes to be considered for implementation once a major portion of the necessary right-of-way is available. In the meantime, City staff will request funding for minor improvements to the public right-of-way to make it more pedestrian friendly.

## Land Use Policy

### **L31. Pedestrian Oriented Land Use:**

Establish an urban fabric within the Midtown and Morehead areas by promoting a Pedestrian Zone with a mixture of uses in a pedestrian-oriented setting of moderate intensity. Establishment of a PED Overlay district is the likely means to accomplish this policy. Other means that accomplish the policy may be appropriate for individual site conditions.

# Community Design



Community Design policies help ensure that new development complements the existing or desired character of the community. While design policies alone do not dictate land use or zoning, they are used to strengthen how various land uses fit together. These policies consider not only the built environment in conjunction with the natural environment, but also consider how people move through those spaces as pedestrians, bicyclists or automobile drivers.

The Community Design Goal for the plan area is as follows:

- Create an improved urban environment by encouraging project design that contributes to the community, creating attractive streetscapes, building on the synergy of infrastructure investments, and respecting the character of the neighborhood.

## Residential Design Policies

**D1. Residential design in the Cherry Midtown Morehead area** should recognize the size, scale, materials, rhythm, and massing in the neighborhood. This does not mean that new residential buildings should copy or mimic historic structures, but they may reflect certain design elements commonly found in the area's historic residential buildings. Good site design that recognizes adjacent development patterns, and the use of traditional building materials, can also help new residential development blend as seamlessly as possible into its environment.

Building Architecture <sup>1</sup>		
Single Family Detached	Single Family Attached and Multi-Family	
	<p><i>Close attention to building and site design serves to enhance the community. Design policies do not result in conformity of design, but provide direction for both new and infill development.</i></p>	
🌲	🌲	Preserve historically or architecturally significant structures.
🌲	🌲	Avoid blank walls along pedestrian circulation areas.
🌲	🌲	Orient building towards street (unless a thoroughfare) or common open space and provide pedestrian access to the street.
🌲	🌲	Blend scale and setbacks of buildings with existing structures.
🌲	🌲	<b>Infill residential buildings should blend harmoniously with adjacent residential structures, respecting their surroundings in size, scale, massing and materials.</b>
🌲	🌲	<b>Provide a variety of housing types.</b>
🌲	🌲	<b>Encourage architectural design that complements the style, character and materials of surrounding structures that contribute to the area's character.</b>
<p><sup>1</sup> Adopted by City Council, the <i>General Development Policies</i> (GDP) provide guidance for the location, intensity and form of future development and redevelopment throughout the community. Many of the residential and mixed/multi-use center design policies for the plan area are based upon these adopted GDP policies. <b>Additional, plan-specific policies are shown in bold font.</b> Plan-specific policies augment the GDP design guidelines.</p>		



A recent single-family development in Cherry is a good example of how infill development can blend in with the surrounding neighborhood.



These residential units are oriented toward the street with good pedestrian access.



## Natural Environment<sup>1</sup>

Single Family Detached	Single Family Attached and Multi-Family	
		<i>These policies provide direction to accommodate growth and change while protecting the natural environment on which we depend, including the quality of our air, water and land.</i>
🌲	🌲	Provide a meaningful amount of usable and accessible open space. In single family development, this should be common open space.
🌲	🌲	Incorporate functional, unique, natural, and/or historical elements into the open space.
🌲	🌲	Preserve steep slopes along streams or adjacent to significant natural landscape features.
🌲	🌲	Preserve at least 15% of the site as "tree save area" consistent with residential tree ordinance.
🌲	🌲	<b>Protect and preserve tree canopy and replace significant trees lost as the result of new development or redevelopment.</b>
🌲	🌲	<b>Preserve Little Sugar Creek, its tributaries and the natural ecosystem around them.</b>
🌲	🌲	<b>Encourage 'green' building practices to reduce energy consumption, storm water runoff and provide other environmental benefits.</b>
<sup>1</sup> Adopted by City Council, the <i>General Development Policies</i> (GDP) provide guidance for the location, intensity and form of future development and redevelopment throughout the community. Many of the residential and mixed/multi-use center design policies for the plan area are based upon these adopted GDP policies. <b>Additional, plan-specific policies are shown in bold font.</b> Plan-specific policies augment the GDP design guidelines		

## Pedestrian and Vehicular Network<sup>1</sup>

Single Family Detached	Single Family Attached and Multi-Family	
		<i>Providing a safe, accessible and comfortable network of streets, sidewalks and pathways for all modes of transportation is an important step in establishing a livable community. The policies below provide guidance for achieving mobility and connectivity for pedestrians, bicyclists, and automobile drivers.</i>
🌲		Provide pedestrian amenities such as street furniture and pedestrian scale lighting.
🌲	🌲	Provide bicycle parking in appropriate common areas (for example, playgrounds, swimming pools).
🌲	🌲	Provide direct pedestrian and bicycle connections between all abutting or adjacent developments and transit stops.
🌲	🌲	Design streets with pedestrian safety and comfort in mind.
🌲	🌲	Encourage shared alleys and other forms of access (such as shared driveways).
🌲	🌲	Design street system to calm traffic.
🌲	🌲	Align collectors at thoroughfare intersections to promote safe crossings for pedestrians, cyclists, and automobile drivers.
	🌲	Encourage on-street parking along public and private streets where appropriate to reduce the size of surface parking lots.
🌲	🌲	Provide multiple vehicular entry points.
	🌲	Design an internal street system with a spine road, including: <ul style="list-style-type: none"> <li>• parallel parking, street trees, and sidewalks;</li> <li>• driveways or secondary streets to connect parking lots and primary street;</li> <li>• sidewalks on secondary streets.</li> </ul>
<sup>1</sup> Adopted by City Council, the <i>General Development Policies</i> (GDP) provide guidance for the location, intensity and form of future development and redevelopment throughout the community. Many of the residential and mixed/multi-use center design policies for the plan area are based upon these adopted GDP policies. <b>Additional, plan-specific policies are shown in bold font.</b> Plan-specific policies augment the GDP design guidelines		



*Restoration of the Little Sugar Creek Greenway has led to a significant improvement and economic benefit along that corridor.*



*The mature tree canopy on Morehead is a community asset that should be preserved.*



*The development of the Little Sugar Creek Greenway has been significant in providing a ped-bike connection between uptown and surrounding neighborhoods.*

# Non-Residential Design Policies

**D2. Non-residential buildings in the Midtown Morehead Cherry area** should be contextual to their neighborhood yet exhibit their own unique design qualities and features. What is appropriate for a mixed-use building in Midtown, for example, may not be desirable for Morehead in terms of height, massing, architectural styles, building materials and site layout. It is important to recognize the history, character and development pattern of the neighborhood when making design considerations for non-residential buildings.



Medical office building complements the character of the neighborhood as well as the street.

Building Architecture <sup>1</sup>					
Retail-oriented mixed/multi use	Retail	Office	Mixed Use	Industrial	
					<i>Architecture and landscape design define streets and public spaces as areas of shared use. Streets lined by buildings and trees rather than vast expanses of parking lots provide a visually rich and physically safe environment.</i>
🌳	🌳	🌳	🌳		Design buildings with transparent openings, ornamentation, and architectural character.
🌳	🌳	🌳	🌳	🌳	Establish entrances with pedestrian interest.
🌳	🌳	🌳	🌳	🌳	Orient buildings towards street and provide pedestrian access.
🌳	🌳	🌳	🌳		Arrange buildings in an orderly block pattern.
🌳	🌳	🌳	🌳	🌳	Discourage tearing down historic or architecturally significant structures.
🌳	🌳	🌳	🌳		Design buildings with human scale and visual interest in mind.
🌳	🌳	🌳	🌳		Minimize impacts of drive-thru development.
🌳	🌳	🌳	🌳	🌳	Locate dumpsters and service areas away from residential areas.
🌳	🌳	🌳	🌳		<b>Encourage urban building setbacks and blend scale and setbacks of buildings with existing structures.</b>
🌳	🌳	🌳	🌳	🌳	<b>Avoid blank walls along pedestrian circulation areas.</b>
🌳	🌳	🌳	🌳	🌳	<b>Place utilities underground wherever possible. Screen above-ground utilities with landscaping or architectural features or walls.</b>

<sup>1</sup> Adopted by City Council, the *General Development Policies (GDP)* provide guidance for the location, intensity and form of future development and redevelopment throughout the community. Many of the residential and mixed/multi-use center design policies for the plan area are based upon these adopted GDP policies. **Additional, plan-specific policies are shown in bold font.** Plan-specific policies augment the GDP design guidelines.



A contemporary infill office development in the Cherry neighborhood.



The historic Morgan School (Community Charter School) enjoys a sense of pride in the community.



A historic church has been revitalized and enjoys new life as an office space in the neighborhood.

## Pedestrian and Vehicular Network<sup>1</sup>

Retail-oriented mixed/multi use	Retail	Office	Mixed Use	Industrial	<i>Circulation in and through a site should be comfortable, safe, secure and efficient for pedestrians, bicyclists and automobile drivers.</i>
🌳	🌳	🌳	🌳	🌳	Create an interconnected sidewalk system.
🌳	🌳	🌳	🌳	🌳	Design short block lengths with an organized street pattern.
🌳	🌳	🌳	🌳	🌳	Provide pedestrian/bicycle connections to nearby parks, greenways, bikeways and trails.
🌳	🌳	🌳	🌳	🌳	Design streets with pedestrian safety and comfort in mind.
🌳	🌳	🌳	🌳	🌳	Provide ample sidewalk width to accommodate pedestrian circulation, congregation, outdoor dining, and amenities such as street furnishings, trash receptacles, art work and trees.
🌳	🌳	🌳	🌳	🌳	Establish clear “way-finding” signage for pedestrians and automobile drivers.
🌳	🌳	🌳	🌳	🌳	Provide safe pedestrian circulation throughout the development, including through parking lots and decks.
🌳	🌳	🌳	🌳	🌳	Provide bicycle parking and storage areas.
🌳	🌳	🌳	🌳	🌳	Provide safe and secure transit waiting facilities.
🌳	🌳	🌳	🌳	🌳	Establish a central vehicular access into the site from the more auto-oriented street and provide secondary access options from the minor streets.

🌳	🌳	🌳	🌳	🌳	Design parking lots on a street/block pattern to minimize large surface lots.
🌳	🌳	🌳	🌳	🌳	Minimize large surface parking lots with smaller pods and extensive landscaping.
🌳	🌳	🌳	🌳	🌳	Encourage commercial or residential uses in parking decks fronting pedestrian circulation areas.
🌳	🌳	🌳	🌳	🌳	Design access from surrounding neighborhood so that the appearance is residential in character.
🌳	🌳	🌳	🌳	🌳	Provide structured parking where feasible to conserve land and minimize surface parking.
🌳	🌳	🌳	🌳	🌳	Integrate landscaping with seating along facades when possible and, when practical, work to integrate the existing tree canopy into the site design.
🌳	🌳	🌳	🌳	🌳	Encourage shared driveways and alleys within the development.
🌳	🌳	🌳	🌳	🌳	<b>Encourage shared parking among different uses where feasible to minimize the amount of parking space needed.</b>

<sup>1</sup> Adopted by City Council, the *General Development Policies* (GDP) provide guidance for the location, intensity and form of future development and redevelopment throughout the community. Many of the residential and mixed/multi-use center design policies for the plan area are based upon these adopted GDP policies. **Additional, plan-specific policies are shown in bold font.** Plan-specific policies augment the GDP design guidelines.



The busy intersection of Morehead and McDowell is a retail node in this neighborhood.



Cherry Neighborhood Park located in the midst of Cherry is a gathering space for the community.



A roundabout provides the traffic calming and circulation needed on some neighborhood streets.

### Natural Environment<sup>1</sup>

Retail-oriented mixed/multi use	Retail	Office	Mixed Use	Industrial	
					<i>Site development should respect the natural environment.</i>
🌲	🌲	🌲	🌲	🌲	Preserve steep slopes along stream beds or adjacent to significant natural landscape features.
🌲	🌲	🌲	🌲	🌲	Provide a meaningful amount of usable and accessible common open space and integrate the tree canopy into it.
🌲	🌲	🌲	🌲	🌲	Consider using pervious pavement for overflow parking.
🌲	🌲	🌲	🌲	🌲	Use a bridge, rather than a culvert at existing creeks when possible. Avoid piping creeks and minimize channelization.
🌲	🌲	🌲	🌲	🌲	Retain existing landscaping when possible. Mass clearing is not preferable and existing tree canopy should be preserved where practical.
🌲	🌲	🌲	🌲	🌲	<b>Encourage 'green' building practices and the use of green roofs to reduce storm water runoff and provide other environmental benefits.</b>
🌲	🌲	🌲	🌲	🌲	<b>Preserve Little Sugar Creek, its tributaries, and the natural areas/ecosystem around them.</b>
<sup>1</sup> Adopted by City Council, the <i>General Development Policies</i> (GDP) provide guidance for the location, intensity and form of future development and redevelopment throughout the community. Many of the residential and mixed/multi-use center design policies for the plan area are based upon these adopted GDP policies. <b>Additional, plan-specific policies are shown in bold font.</b> Plan-specific policies augment the GDP design guidelines.					

### Freestanding Interconnected Buildings<sup>1</sup>

Retail-oriented mixed/multi use	Retail	Office	Mixed Use	Industrial	
					<i>Freestanding single tenant buildings can be classified as either independent or interconnected. Independent buildings function separate of the surrounding complex while interconnected buildings share parking and site amenities with other buildings in the same complex. The design of these buildings should be sensitive to the surrounding neighborhood, both built and natural environments.</i>
🌲	🌲	🌲	🌲	🌲	Design buildings to relate to the scale, height and configuration of a center.
🌲	🌲	🌲	🌲	🌲	If drive-thru(s) are included, they must not compromise pedestrian circulation.
🌲	🌲	🌲	🌲	🌲	Design to facilitate walking to the freestanding building from other buildings within the center. Provide safe pedestrian pathways and crossings without creating conflicts with automobiles.
🌲	🌲	🌲	🌲	🌲	Design the site so that dumpsters, service areas or auxiliary storage do not interfere with, and are not visible from, the pedestrian circulation area and do not negatively impact surrounding residential areas.
🌲	🌲	🌲	🌲	🌲	The site layout should be clustered in a village arrangement around shared amenities.
🌲	🌲	🌲	🌲	🌲	<b>Buildings should address the primary street with minimized setback wherever possible.</b>
<sup>1</sup> Adopted by City Council, the <i>General Development Policies</i> (GDP) provide guidance for the location, intensity and form of future development and redevelopment throughout the community. Many of the residential and mixed/multi-use center design policies for the plan area are based upon these adopted GDP policies. <b>Additional, plan-specific policies are shown in bold font.</b> Plan-specific policies augment the GDP design guidelines.					



A neighborhood business that promotes sustainable energy practices in the heart of Cherry.



A freestanding bank that addresses the street and has a drive-thru in the rear makes for ped-friendliness



Outdoor dining, planting strip and sidewalk all lend to pedestrian safety and comfort.

# Transportation & Streetscape

This section establishes transportation policies for the area and recommends key transportation projects to realize the plan vision.

The Transportation Goal for the plan area is:

- Support and develop a connected, affordable, balanced transportation system that encourages walking. It should safely and sensibly accommodate pedestrians, bicyclists, and transit users while allowing for neighborhood-friendly automobile speeds for motorists and business patrons traveling to and through the plan area.

Streets are more than just pathways through an area. Streets connect people to places. As the public face of a neighborhood, streets can set the tone for the surrounding environment and create a sense of community.



*A pedestrian refuge island at Kings Drive and Baldwin Avenue is a model for additional crossings.*

Midtown Morehead Cherry is characterized by good street network. The area's streets should continue to reflect and support a pedestrian-scaled environment that encourages walking while also supporting other modes of transportation and adjacent land uses.

## Transportation Policies

This section outlines transportation policies, addressing both proposed new streets and enhancements to existing streets, to make them more pedestrian and bicycle friendly. These improvements will likely be accomplished as new development occurs. The general locations of the improvements are noted on Map 6.

**T1. Kings Drive Improvements:** The newly completed Little Sugar Creek Greenway has become a “gateway” to Uptown and surrounding areas. Running along the greenway, Kings Drive has the potential to evolve into a walk-friendly commercial area and community meeting place. The street is envisioned as a tree-lined avenue with wide sidewalks, where people can comfortably walk, relax at a sidewalk café, or stroll between neighborhood businesses. The relatively new pedestrian refuge island at Baldwin Avenue helps pedestrians cross Kings Drive without having to walk to signalized intersections. Additional pedestrian crossings should be considered at the intersections of Kings Drive with South Torrence Street, Luther Street, and other possible future intersections. As redevelopment occurs, connectivity to the existing street network should be under-

taken in accordance with applicable City policies, with sensitivity to the community, resident input, and appropriate traffic calming mechanisms.

**T2. Intersection of Kings Drive at East Morehead Street and Henley Place:**

This intersection serves as a gateway between the greenway and surrounding neighborhoods. The newly completed greenway and clock plaza have aesthetically improved this gateway. However, additional enhancements, which improve the safety and operations of the intersection for all users are recommended. Improvements may include a combination of high-visibility crosswalks on all legs of the intersection, geometric design changes, pedestrian signals, and curb ramps.

**T3. Cherry Street Extension:** This street connection should be considered only upon a complete redevelopment along Kings Drive. The connection will support pedestrian and vehicular connectivity for neighborhood residents, as well as visitors to the greenway and Kings Drive businesses. Similar to the existing network and design of Baldwin Avenue and Torrence Street, the extension of Cherry Street has the potential to balance localized travel choices. It is recommended as a local side street with built-in traffic calming, and only as an element of site redevelopment that transforms Kings Drive into a pedestrian-friendly environment. It should be undertaken with sensitivity to the community, resident input, and appropriate traffic calming mechanisms.

**T4. Cecil Street Abandonment:** This one-block street creates a relatively small block along Kings Drive. Abandonment of Cecil Street should be considered, if part of a redevelopment proposal that supports transformation of Kings Drive into a pedestrian-friendly commercial district. This abandonment may also help offset the wider streetscape envisioned along Kings Drive. This abandonment should be considered only upon a substantial redevelopment along Kings Drive, and with sensitivity to the community and with resident input.

**T5. Charlottetowne Avenue Conversion:** West of Kings Drive, Charlottetowne Avenue has been greatly transformed via the recent Metropolitan development. Conversion of the section of Charlottetowne Avenue east of Kings Drive is recommended to expand this transformation and support an emerging commercial district. Possible conversion strategies include removal of the concrete median and reduction in travel



*This traffic circle in Elizabeth is a model for how streets in Cherry might achieve traffic calming.*

lanes. Such conversion could potentially result in on-street parking for businesses, crossing islands for pedestrians, pavement markings for bicyclists, and/or additional or extended turn lanes for motorists. It should be undertaken with sensitivity to the community, resident input, and appropriate traffic calming mechanisms.

**T6. Third - Fourth Street Connector:** While this road currently benefits traffic headed Uptown, the resulting turn restrictions, traffic weaving, and one-way operations contribute to motorist confusion, especially for those trying to access Midtown destinations. The plan recommends that the City continue to study alternatives that balance regional and local transportation needs. Some options may be short-term, such as creating a separate signal-timing phase each (“split-phasing”) for the Third-Fourth Connector and for Fourth Street. Other options are more long-term, such as removal of the Connector, in tandem with two-way conversion of surrounding streets.

**T7. Cherry Neighborhood Traffic Calming:** Four local streets fully transect the Cherry neighborhood. Traffic calming projects are recommended to discourage speeding and non-local traffic from traveling these streets. Conceptually, potential projects include traffic circles at the intersection of South Torrence Street and Baxter Street, plus the intersection of Baldwin Avenue and Luther Street.

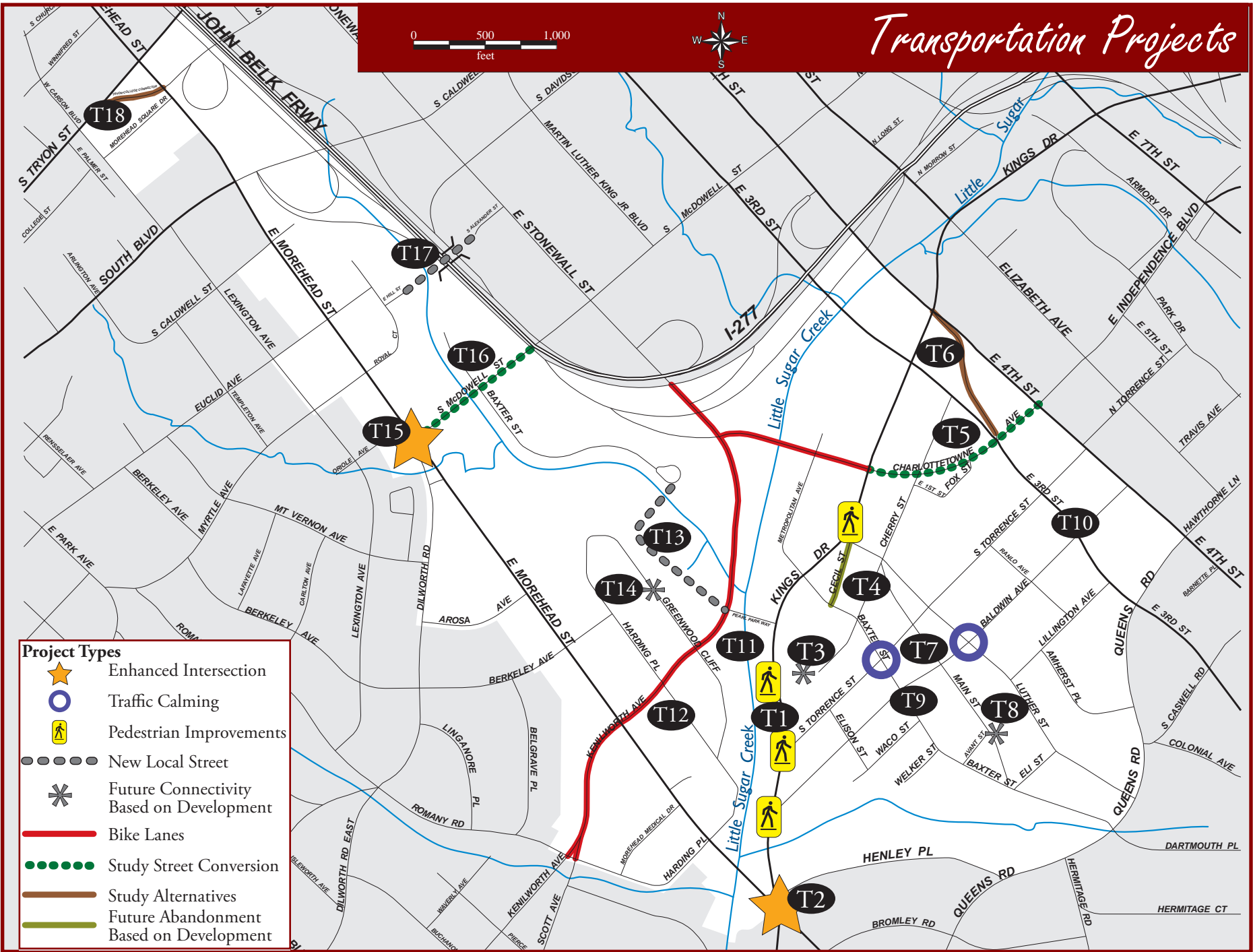
**T8. Main Street Connectivity:** Currently, Main Street connects with Baxter Street

near its intersection with Eli Street. Rezoned in 2008, the Grove at Cherry development (see L12) includes an approved site plan that relocates this connection to Luther Street. However, the needed street abandonment has expired. In the event this particular development does not move forward, some form of connectivity for Main Street south or east from Avant Street still should be provided. Connectivity may be satisfied by retaining existing Main Street.

**T9. Cherry sidewalk system:** There are a few gaps in the sidewalk system within Cherry, including some that would provide access for senior and handicapped residents to the shopping in Midtown and recreational activities along the greenway. Actions should be undertaken to fill strategic sidewalk gaps by prioritizing and implementing continuous and direct routes that link residential areas to parks, schools, and shopping.

**T10. East Third Street:** This important radial thoroughfare carries significant commuter traffic. This traffic can act as a barrier to pedestrians, as well as a challenge to area development. Identified as a future Pedestrian Zone, the edges of this major street should ultimately evolve into a more pedestrian-oriented district. In support of this new vision, the City should examine any opportunities that enhance pedestrian activity across and along East Third Street in the vicinity of South Torrence Street and Baldwin Avenue, while also seeking to calm thoroughfare traffic.

# Transportation Projects

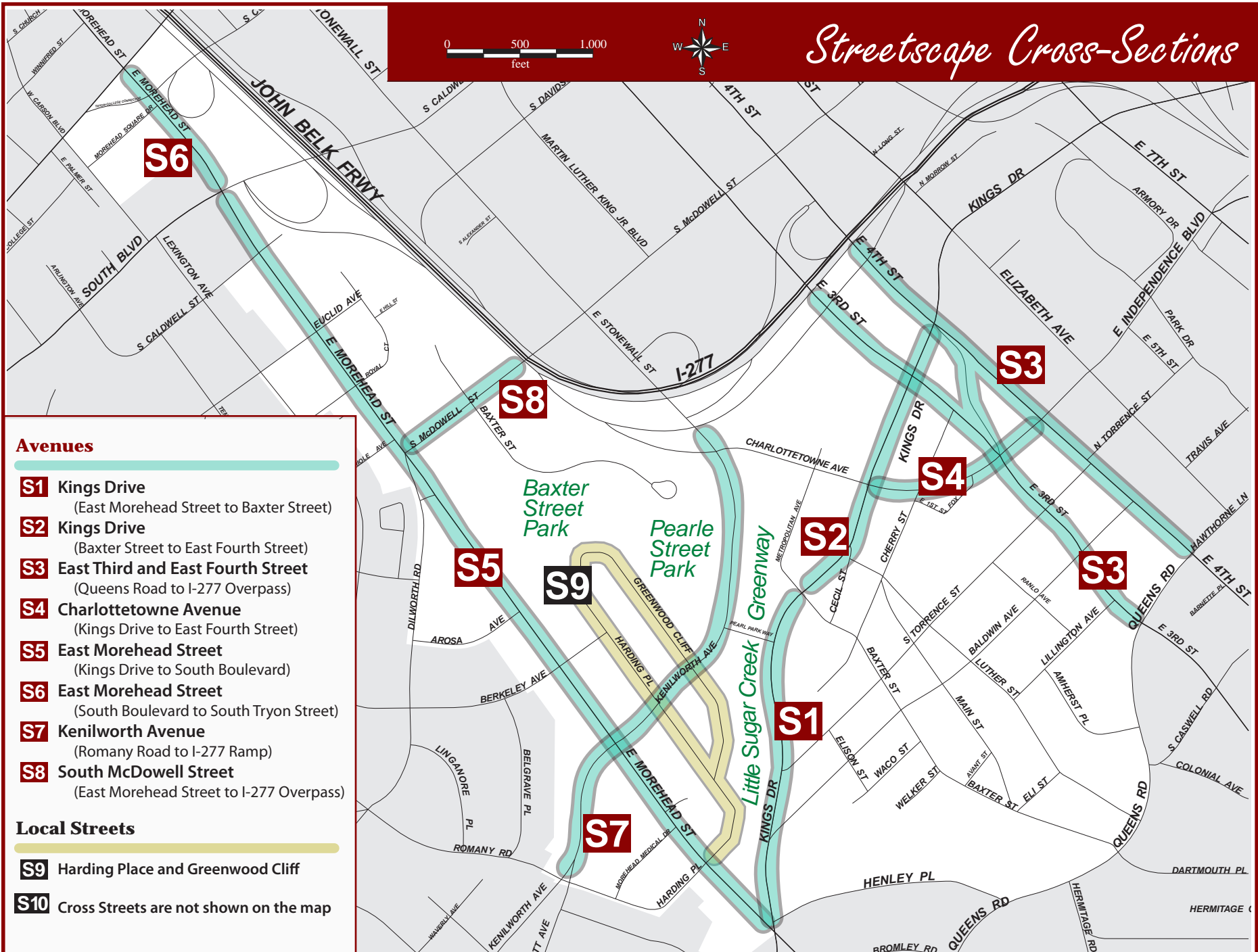


- Project Types**
- Enhanced Intersection
  - Traffic Calming
  - Pedestrian Improvements
  - New Local Street
  - Future Connectivity Based on Development
  - Bike Lanes
  - Study Street Conversion
  - Study Alternatives
  - Future Abandonment Based on Development

Source: Charlotte-Mecklenburg Planning Department mapping, September 2011

Map 6

# Streetscape Cross-Sections



## Avenues

- S1** Kings Drive  
(East Morehead Street to Baxter Street)
- S2** Kings Drive  
(Baxter Street to East Fourth Street)
- S3** East Third and East Fourth Street  
(Queens Road to I-277 Overpass)
- S4** Charlottetowne Avenue  
(Kings Drive to East Fourth Street)
- S5** East Morehead Street  
(Kings Drive to South Boulevard)
- S6** East Morehead Street  
(South Boulevard to South Tryon Street)
- S7** Kenilworth Avenue  
(Romany Road to I-277 Ramp)
- S8** South McDowell Street  
(East Morehead Street to I-277 Overpass)

## Local Streets

- S9** Harding Place and Greenwood Cliff
- S10** Cross Streets are not shown on the map



**T11. Transit Coverage:** Currently 100% of Cherry residents are within walking distance of a CATS bus route. CATS should make a conscious effort to maintain the level of coverage in future routing decisions.

**T12. Kenilworth Avenue Bicycle Facilities:** Recent City capital projects have resulted in bicycle lanes along Kenilworth Avenue between Stonewall Street and Greenwood Cliff. South of East Morehead Street, existing striped shoulders along Kenilworth Avenue may provide some comfort for bicyclists. The missing gap between these two treatments is a two-block segment of Kenilworth Avenue between Greenwood Cliff and East Morehead Street. Long-term, a new curb line is recommended along this two-block segment in to extend the bicycle lanes. Short-term, interim strategies are recommended, such as share-the-road pavement markings in outside lanes and/or signage along the street.

**T13. Pearl Park Way Extension:** An important crossing of Little Sugar Creek, the new Pearl Park Way Bridge connects the Morehead and Midtown/Cherry sides of the greenway. A westward extension of this street is recommended from its new signature bridge, linking to Baxter Street. This also would link Baxter Street and Pearle Street Parks with the greenway, and create a more continuous system of green space. The inclusion of on-street parking along the new street could increase visitor access, while removing parking lots within flood-prone park land. Design and implementation of the street

should be coordinated with development plans for both the REALTOR Association and Charlottetown Terrace properties, in order to develop quality, active street edges.

**T14. Berkeley Avenue Extension:** This street connection should be considered upon redevelopment of properties between Greenwood Cliff and Pearl Park Way. Complementing Pearl Park Way Extension (T10), this connection will support pedestrian and vehicular connectivity for area development. The resulting network also will provide shorter alternative routes that avoid the East Morehead Street and Kenilworth Avenue intersection. The new or extended street should be built as a local side street with built-in traffic calming.

**T15. Intersection of East Morehead Street at South McDowell Street and Dilworth Road:** This intersection serves as a gateway between Uptown and Dilworth. The existing intersection appears to have excess pavement for relatively low-volume, right-turn lanes. The unique geometry of Dilworth Road and dual lefts on South McDowell Street also result in significant user confusion. Recommended improvements may include a combination of curb extensions, landscaping, high-visibility crosswalks, pedestrian signals, and curb ramps.

**T16. South McDowell Street Conversion:** Given the limited access points to Uptown, South McDowell Street is a key connection for all users, including a signed route for bicyclists. Conversion treatments should retain the existing

landscaped median. Possible conversion strategies include bicycle markings (bike lanes or “sharrows”) and/or peak-restricted parking within the outer travel lanes.

**T17. Alexander Street Bridge:** The John Belk Freeway (I-277) greatly limits access between Uptown and Morehead. Past evaluations of topography and surrounding street network have pointed to Alexander Street as an optimal location for a new bridge connection. Plan review of land development in the vicinity of this recommended bridge should be coordinated to preserve and protect the viability of a long-term capital project.

**T18. Tryon - College Connector:** While this road currently benefits some traffic headed into Uptown, there could be alternatives that create more suitable land for urban redevelopment, more pedestrian-friendly intersections, and still handle inbound traffic. In response to development proposals, it is recommended that the City evaluate alternatives that balance mobility and access.



*The South Tryon/College Street connector may be appropriate for reconfiguration as part of redevelopment.*

## Street Cross-Sections

The streetscape cross-sections and development standards on the following pages will help shape the character of the future street network. Future cross-sections have been determined for Plan Area streets except for streets where few changes to existing conditions are anticipated, primarily in residential neighborhoods. These cross-sections have been developed in accordance with the *Urban Street Design Guidelines* (USDG), adopted by City Council in 2007. Map 7 indicates where each of the cross-section types are located, referenced by number.

The streetscape cross-sections specifically define the character and width of the area behind the curbs, including accommodations for sidewalks, landscaping, and pedestrian amenities as well as building setback guidelines. The cross-sections also illustrate the future character of the street inside the curbs, visualizing the conceptual location and number of travel lanes, bicycle lanes, transit, and provisions for on-street parking.

The dimensions on the streetscape cross-section diagrams reflect typical street sections at mid-block locations. They will be used by the Charlotte Department of Transportation (CDOT), in consultation with the Charlotte-Mecklenburg Planning Department, to determine the location of the ultimate curb lines. If variations from the typical street sections are needed to address physical conditions, enhance operations, or better meet the intent of this Area Plan, such variations may be identified during future design and analysis phases.

When this plan is adopted, the streetscape standards specified herein will become the official “Streetscape Plan” for the Plan Area, as referenced in the *Charlotte Zoning Ordinance*. As such, future development zoned PED Overlay, MUDD, NS, UR, TOD, TS, UMUD, or other urban zoning districts that may be established, must be designed in accordance with these standards. Future development not zoned to one of these urban districts will only be required to construct streetscape elements as may be indicated under other applicable regulations.

There are two street types (Avenue and Local Street) recommended for the Plan Area, corresponding to the street types identified in the USDG.

### Avenues

Avenues can serve a diverse set of functions in a wide variety of land use contexts. They are the most common non-local street type in the plan area, as well as in Charlotte. Avenues provide access from neighborhoods to commercial areas, between areas of the city, and in some cases, through neighborhoods. They are designed to provide a balance of service for all users, but with special emphasis on pedestrians and localized transit services. Avenues may also have options for on-street parking and dedicated bicycle lanes. Avenues in the plan area have differing recommended cross-sections according to location. These include:

- S1. Kings Drive** (East Morehead Street to Baxter Street)
- S2. Kings Drive** (Baxter Street to East Fourth Street)
- S3. East Third and East Fourth Streets** (Queens Road to I-277 Overpass)
- S4. Charlottetowne Avenue** (Kings Drive to East Fourth Street)
- S5. East Morehead Street** (Kings Drive to South Caldwell Street)
- S6. East Morehead Street** (South Caldwell Street to South Tryon Street)
- S7. Kenilworth Avenue** (Romany Road to I-277 Ramp)
- S8. South McDowell Street** (East Morehead Street to I-277 Overpass)

### Local Streets

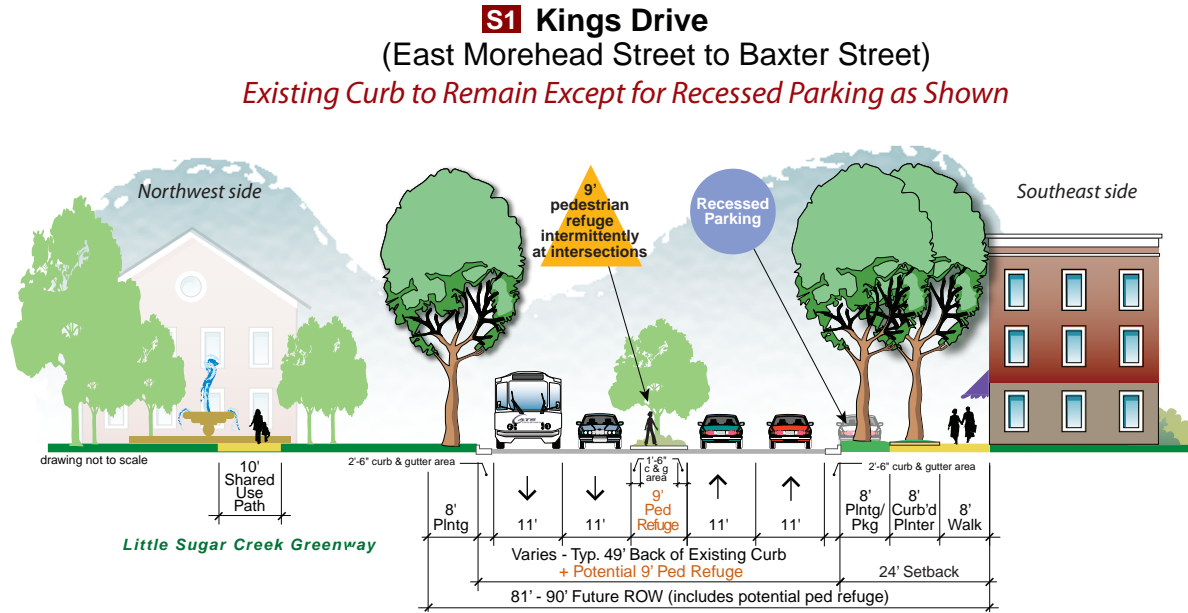
Local Streets provide access to residential, commercial, or mixed use districts. The majority of Charlotte’s streets are classified as local streets and are typically built as development occurs. Local Streets within the Cherry neighborhood and other established areas are likely to remain unchanged and therefore a specific cross-section is not provided for them. Cross-sections are provided for two conditions in the plan area:

- S9. Harding Place and Greenwood Cliff** (Northeast of East Morehead Street)
- S10. Cross Streets** (Streets intersecting with the Avenues within the PED Overlay district)

## S1: Kings Drive

(East Morehead Street to Baxter Street)

This section of Kings Drive follows the edge of the Little Sugar Creek Greenway, with mixed retail and office uses opposite the greenway. The existing condition of this major thoroughfare limits pedestrian activity and crossings. Parking lots separate existing buildings from the street. The vision is to improve the pedestrian environment, to serve future land uses built closer to the street edge, and to provide on-street parking.



S1 Future Development Standards	
<b>Roadway</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain except for recessed parking</li> <li>Four 11' travel lanes, two in each direction</li> <li>Intermittent widening for 9' pedestrian refuge islands at select locations</li> <li>2'6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>No bicycle lanes; Bicycles use greenway path adjacent</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>Recessed 8' on-street parking lane on southeast side</li> <li>Retain existing curb 20' from street intersections and major driveways</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>Northwest side: Street trees at street edge of greenway property per <i>Charlotte Tree Ordinance</i></li> <li>Southeast side: 8' paved amenity zone with street trees in curbed planters spaced per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>Northwest side: Greenway shared-use path</li> <li>Southeast side: 8' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 24' from back of (unrecessed) curb</li> <li>In other areas, per zoning requirements</li> </ul>

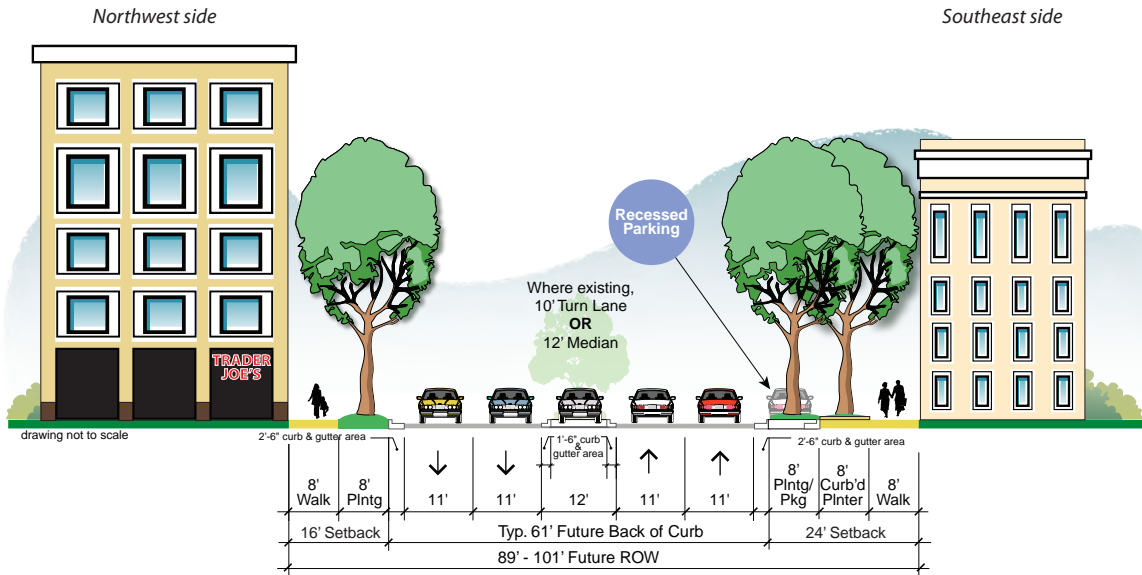


The new greenway provides an attractive edge to one side of Kings Drive. In contrast, the other side of Kings Drive has frequent driveways feeding surface parking lots. This broken street wall detracts from the current pedestrian experience.

## S2 Kings Drive

(Baxter Street to East Fourth Street)

Existing Curb to Remain Except for Recessed Parking as Shown



## S2. Kings Drive

(Baxter Street to East Fourth Street)

This section of Kings Drive was recently transformed on one side by the Metropolitan development. The Metropolitan side of the street has buildings set back from the sidewalk and good landscaping, but blank walls and the lack of on-street parking hamper street life. Opposite the Metropolitan, existing buildings are largely separated from the street by parking lots. As development occurs, the vision is to largely mirror the Metropolitan in scale, but create more active street walls and on-street parking along Kings Drive.



The recent Metropolitan development added structured parking built relatively close to Kings Drive. These walls and associated landscaping provide a sense of enclosure for the pedestrian walking along Kings Drive. However, the blank walls and lacking street-level activities hamper street life.

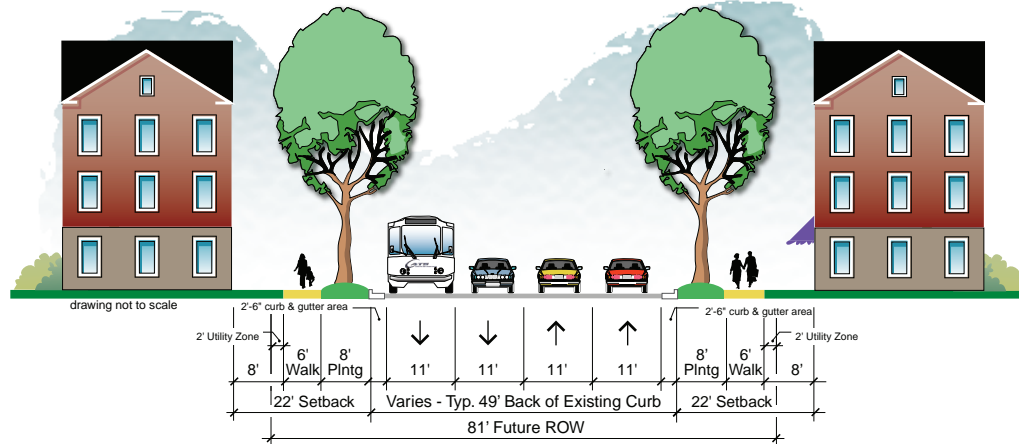
S2 Future Development Standards	
<b>Roadway</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain except for recessed parking</li> <li>Four 11' travel lanes, two in each direction</li> <li>Intermittent widening for turn lanes and medians at select locations</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>No bicycle lanes; Bicyclists use parallel greenway path</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>Recessed 8' on-street parking on the southeast side</li> <li>Retain existing curb 20' from street intersections and major driveways</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>Northwest side: 8' planting strip with street trees per <i>Charlotte Tree Ordinance</i></li> <li>Southeast side: 8' paved amenity zone with street trees in curbed planters per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>8' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 24' from back of (unrecessed) curb</li> <li>In other areas, per zoning requirements</li> </ul>

### S3. East Third and East Fourth Streets

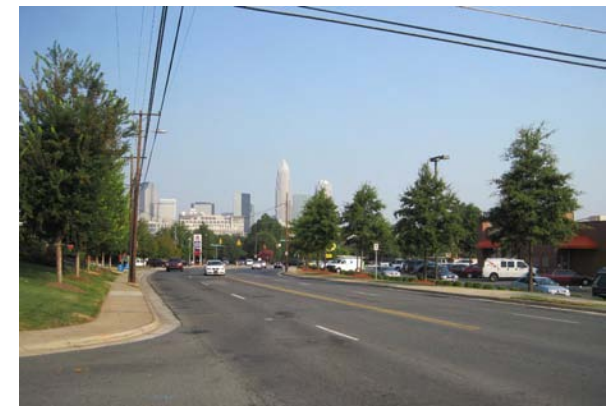
(Queens Road to I-277 Overpass)

These radial thoroughfares carry significant commuter traffic, necessitating multiple lanes. Combined with existing physical constraints, motorist demand on these streets poses a challenge to providing space for bicyclists or additional pedestrian crossings. Still, back-of-curb streetscape improvements can be enhanced for pedestrians through the rezoning and urban zoning plan review process, when significant development occurs.

#### **S3 East Third and East Fourth Street** (Queens Road to I-277 Overpass) Travel Lanes and Direction Vary *Maintain Existing Curb Location*



S3 Future Development Standards	
<b>Roadway</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain</li> <li>Four 11' travel lanes, two in each direction</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>No bicycle lanes; Bicyclists use parallel streets</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>No on-street parking</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>8' planting strip with street trees per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>6' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 22' from back of curb</li> <li>In other areas, per zoning requirements</li> </ul>



*East Third Street is a major commuter route between Uptown and South Charlotte. Just beyond the plan area, East Third Street becomes Providence Road, a radial artery that stretches 13 miles to the City's southern limits and adjacent Union County.*

## S4. Charlottetowne Avenue

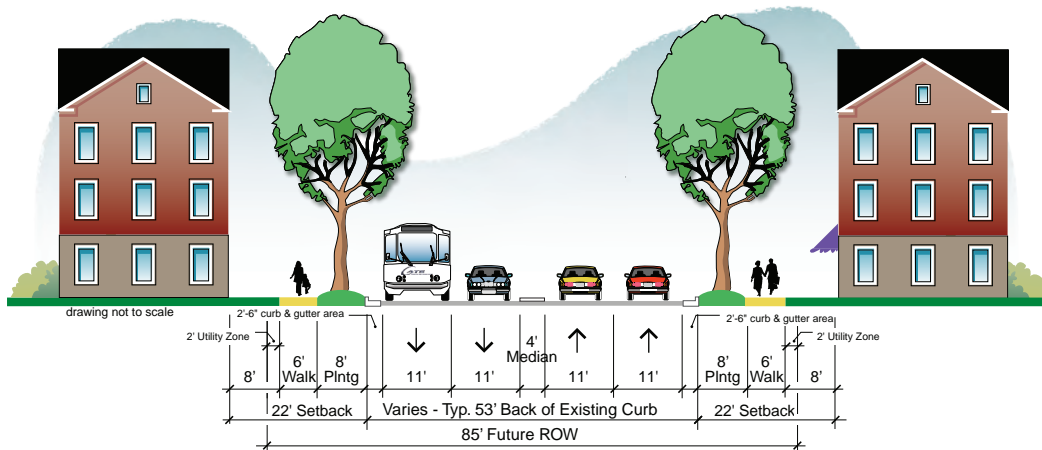
(Kings Drive to East Fourth Street)

Formerly a part of Independence Boulevard, this section of Charlottetowne Avenue is currently a concrete street with multiple travel lanes, turn lanes, and a narrow concrete median. The vision is to improve pedestrian comfort, to accommodate bicyclists, and to support expansion of a Metropolitan-anchored business district. The future cross-section may eliminate the median or reduce travel lanes in order to include space for new turn lanes, pedestrian crossing islands, bicycle lanes, and/or on-street parking, all entirely within existing curb-to-curb roadway width.

### S4 Charlottetowne Avenue

(Kings Drive to East Fourth Street)

*Maintain Existing Curb Location - possible future street conversion*

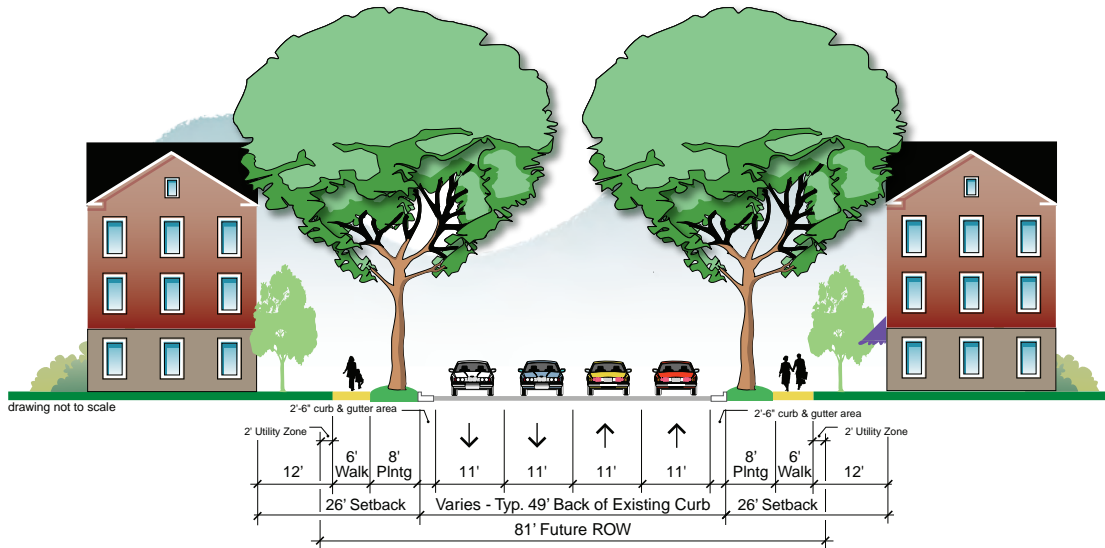


S4 Future Development Standards	
<b>Roadway</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain</li> <li>Travel lanes may change with future street conversion</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>Bicycle lanes, or "sharrows" in outside travel lanes; bike lanes may be incorporated with future street conversion</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>On-street parking, possibly peak-restricted, may be incorporated with future street conversion</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>8' planting strip with street trees per Charlotte Tree Ordinance</li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>6' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED, 22' from back of (unrecessed) curb</li> <li>In non-PED areas, per zoning requirements</li> </ul>



Formerly Independence Boulevard, parts of Charlottetowne Avenue still have visible remnants of Charlotte's oldest urban expressway. Remnants along this section include a wide concrete road bed and a raised traffic median.

**S5 East Morehead Street**  
 (Kings Drive to South Boulevard)  
*Maintain Existing Curb Location*



S5 Future Development Standards	
<b>Roadway</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain</li> <li>Four 11' travel lanes, two in each direction</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>No bicycle lanes; Bicyclists use parallel streets</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>No on-street parking</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>8' planting strip with street trees per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>6' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 26' from back of curb</li> <li>In other areas, per zoning requirements</li> </ul>

**S5. East Morehead Street**

(Kings Drive to South Caldwell Street)

This section of East Morehead Street has a well-established and fairly continuous aesthetic that includes large Willow Oak trees in a wide planting strip, buildings set back from the sidewalk, and parking largely hidden from public view. The vision is to preserve the existing trees and maintain this established aesthetic and character of the street, filling in gaps, as development occurs.



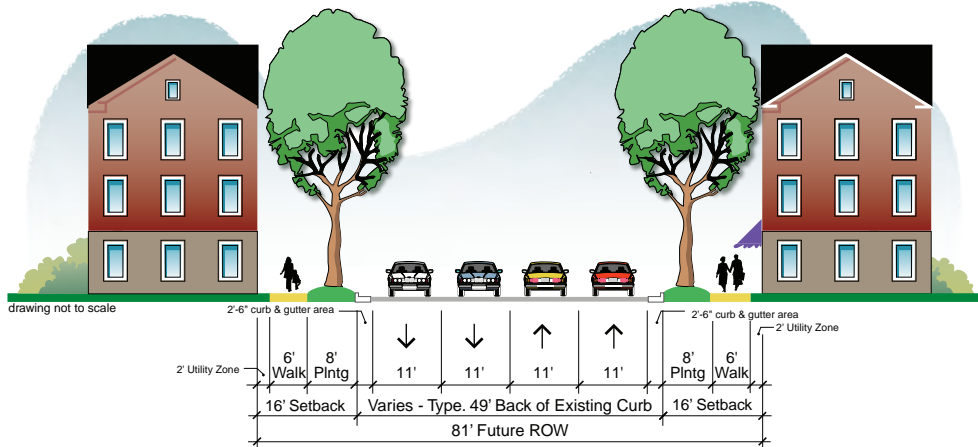
*The tree canopy along East Morehead Street creates a cathedral effect of trees fully enclosing the street overhead. While retaining the existing curb lines limits the opportunity for bicycle lanes or on-street parking, the greater intent is to preserve these trees and the resulting aesthetic cherished by the community.*

## S6. East Morehead Street

(South Caldwell Street to South Tryon Street)

This section of East Morehead Street has an established character of buildings closer to the street than the section (S5) farther south-east. Similarities include continuous sidewalk separated from the curb by ample planting strip and parking hidden from public view. The key difference with this section is that buildings are closer to the back of sidewalk.

### S6 East Morehead Street (South Boulevard to South Tryon Street) *Maintain Existing Curb Location*



S6 Future Development Standards	
<b>Roadway</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain</li> <li>Four 11' travel lanes, two in each direction</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>No bicycle lanes; Bicyclists use parallel streets</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>No on-street parking</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>8' planting strip with street trees per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>6' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 16' from back of curb</li> <li>In other areas, per zoning requirements</li> </ul>



This section of East Morehead Street has multi-story buildings fairly close to the street, sited at the back of sidewalk and planting strip.



## S7. Kenilworth Avenue

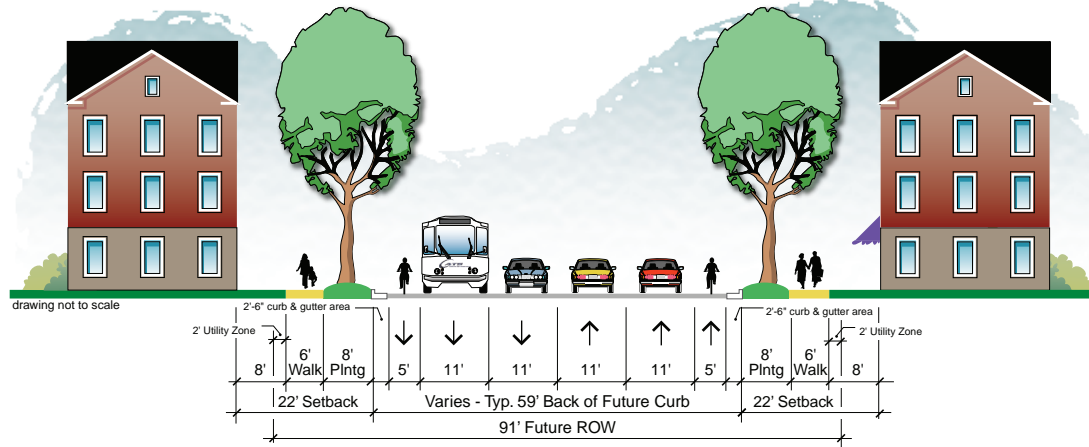
(Romany Road to I-277 Ramp)

This radial thoroughfare carries significant commuter traffic, necessitating multiple lanes. Past and recent public investment has built sidewalks away from the curb, created turn lanes at signalized intersections, and added bicycle lanes or striped shoulders along much of the street. The main exception is three blocks between Greenwood Cliff and East Morehead Street, where existing curb poses a constraint for bicyclists. This segment and some other blocks currently have back-of-curb sidewalks, which limit pedestrian comfort. As development occurs, the curb should be relocated to create continuous bicycle facilities. Sidewalks also should be relocated to enhance pedestrian comfort and activity.

### S7 Kenilworth Avenue

(Romany Road to I-277 Ramp)

Existing Curb to Remain Except for New Bicycles Lanes between East Morehead Street and Greenwood Cliff



### S7 Future Development Standards

<b>Roadway and On-Street Parking</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain except for new bicycle lanes between East Morehead Street and Greenwood Cliff</li> <li>Four 11' travel lanes, two in each direction</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>5' bicycle lanes</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>No on-street parking</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>8' planting strip with street trees per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>6' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 22' from back of future curb</li> <li>In other areas, per zoning requirements</li> </ul>



Construction barrels follow the edge of this street to be widened by a City bond project. The project will slightly widen the street to add bicycle lanes, plus left turn lanes at the new Pearl Park Way intersection.

## S8. South McDowell Street

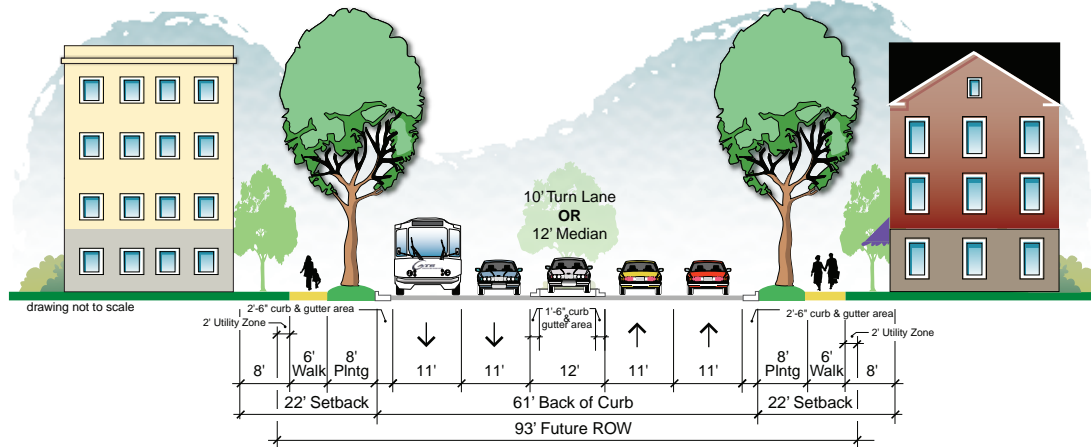
(East Morehead Street to I-277 Overpass)

This street is a key connection from Dilworth and the Plan Area to Uptown. Unlike other area connections, this street is free of any freeway ramp conflicts for pedestrians and bicyclists. The street also serves as a signed bicycle route with an established user base. The vision is to reinforce this established route and encourage pedestrian-scale development. The future cross-section should retain the existing landscaped median, yet re-purpose outside travel lanes, to include space for bicyclists and/or on-street parking, all entirely within existing curb-to-curb roadway width. Given the commuter demands, options may include peak-restricted parking.

### S8 South McDowell Street

(East Morehead Street to 1-277 Overpass)

*Maintain Existing Curb Location - possible future street conversion*



S8 Future Development Standards	
<b>Roadway and On-Street Parking</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain</li> <li>Travel lanes may change with future street conversion</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>Bicycle lanes, or "sharrows" in outside travel lanes; bike lanes may be incorporated with future street conversion</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>On-street parking, possibly peak-restricted; may be incorporated with future street conversion</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>8' planting strip with street trees per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>6' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 22' from back of future curb</li> <li>In other areas, per zoning requirements</li> </ul>



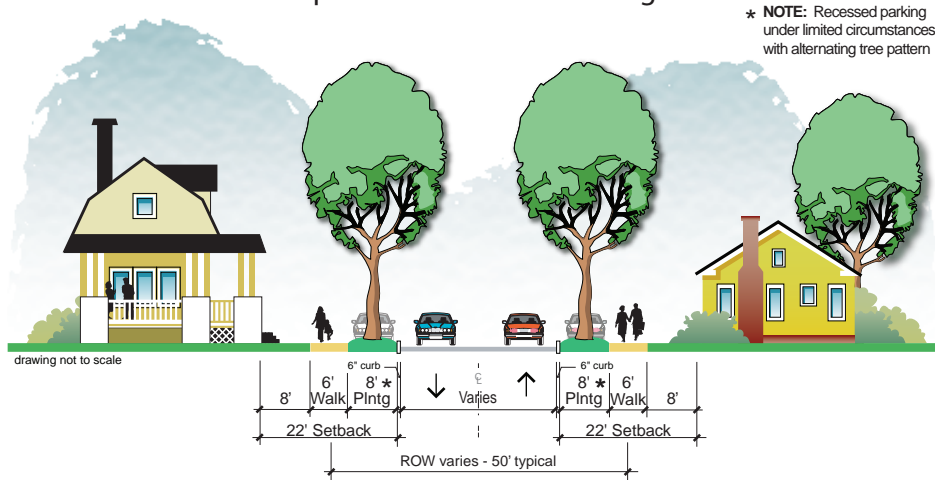
A landscaped median on this street helps disguise the underpass beneath John Belk Freeway. The median and adjoining traffic islands also enable some pedestrians the flexibility to cross the street away from signalized intersections.

## S9. Harding Place and Greenwood Cliff

(Northeast of East Morehead Street only)

These local (non-thoroughfare) streets are within an area facing significant development pressures. The existing streets are fairly narrow, such that parking on both sides of the street results in a yield-flow condition for traffic. This condition works, as long as the existing character of office uses in low-rise, detached residential structures remains. As development intensifies, however, these streets will face increased parking demand and localized traffic. Significant new development along these streets should relocate the curb to accommodate parking on both sides of the street, such that opposing traffic may still pass comfortably between parked cars, albeit at lower speeds.

### S9 Harding Place and Greenwood Cliff Option for Recessed Parking



### S9 Future Development Standards

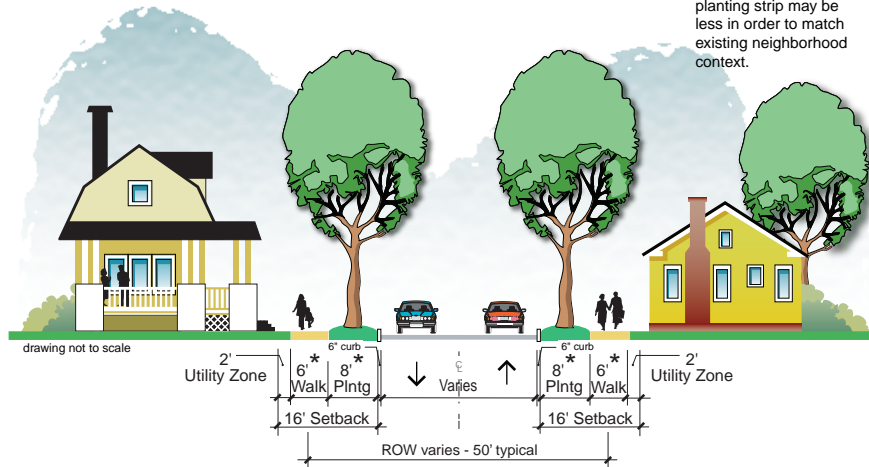
S9 Future Development Standards	
<b>Roadway and On-Street Parking</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain except for recessed parking</li> <li>Mixed travel zone for two-way traffic</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>Generally no bicycle lanes on local streets</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>Widen street to create 8' recessed parking 11' off of the street centerline, if frontage will result in 3 or more spaces.</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>8' planting strip with street trees per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>6' sidewalk</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 22' from back of (non-recessed) curb</li> <li>In other areas, per zoning requirements</li> </ul>



The existing width of Greenwood Cliff currently works for office uses within older houses. As the redevelopment happens, parking on both sides of the street will become more difficult within the existing curb lines.

**S10 Cross Streets**  
*Maintain Existing Curb Location*

\* NOTE: Sidewalk and planting strip may be less in order to match existing neighborhood context.



**S10. Cross Streets**

(Streets intersecting with the Avenues within the PED Overlay district)

These streets provide for transition between residential neighborhoods and the mixed-use areas along thoroughfares. As a transition, these streets should reflect the established character of the surrounding neighborhood. Sidewalks and planting strips should be improved to support the development of the adjoining business district and its increased pedestrian activity, while simultaneously balancing the aesthetic found on abutting neighborhood properties. As a result, certain segments of sidewalk and planting strip may be less than usual development standards.

S10 Future Development Standards	
<b>Roadway and On-Street Parking</b>	<ul style="list-style-type: none"> <li>Existing curb location to remain except for recessed parking</li> <li>Mixed travel zone for two-way traffic</li> <li>2' 6" curb and gutter</li> </ul>
<b>Bicycle Lanes</b>	<ul style="list-style-type: none"> <li>Generally no bicycle lanes on local streets</li> </ul>
<b>On-street Parking</b>	<ul style="list-style-type: none"> <li>Existing street width is generally adequate for parking, even if yield-flow condition results for travel zone</li> </ul>
<b>Planting Strip</b>	<ul style="list-style-type: none"> <li>Match existing block context, if adjacent planting strips are between 4' and 8' wide</li> <li>Minimum 4' planting strips, if adjacent context is less than 4' wide</li> <li>Street trees per <i>Charlotte Tree Ordinance</i></li> </ul>
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>Match existing block context, if adjacent sidewalks are between 5' and 6' wide</li> <li>Minimum 5' sidewalks, if adjacent context is less than 5' wide</li> </ul>
<b>Building Setbacks</b>	<ul style="list-style-type: none"> <li>Within PED and urban districts, 16' from back of (non-recessed) curb</li> <li>In other areas, per zoning requirements</li> </ul>



Berkeley Avenue is an example of a street that may retain its existing width as a transition between Pedestrian Zone development and abutting preserved neighborhood context.

# Infrastructure & Public Facilities

Infrastructure addressed in the plan include public water and sewer, and storm water. As Charlotte-Mecklenburg continues to grow and develop, timely planning for these services is essential to maintain the high quality of life residents have come to expect.

The Infrastructure & Public Facilities goal for the plan area is as follows:

- Maintain and enhance public facilities such as parks and greenways, and emphasize environmental and economic sustainability for new or updated public facilities and infrastructure.

Public infrastructure components such as water, sewer, and storm water are currently of adequate scope and capacity to serve both the area's present needs and those of anticipated development. The overall condition of this infrastructure is good.

## Water and Sewer

- 11. Maintain a level of service equal or superior to the capacity and condition of current services to support the future development anticipated.** System components should be repaired, updated, or replaced as they become outmoded or outdated. As development

occurs, periodic reviews of water and sewer service may be needed to confirm that such service meets demands. This includes adequate water pressure for fire protection.

## Stormwater

- 12. Upgrade storm water management facilities as needed when improvements are made to the street network.** Upgrading storm water management facilities at the same time that other road improvements are made will minimize unnecessary disruption of traffic and will be more cost-efficient.

## Parks and Greenways

The Little Sugar Creek Greenway is a recent, extensive, and transformational addition to the plan area. The greenway links several public parks in and adjacent to the plan area, with ongoing improvements planned. The Mecklenburg County Park & Recreation Department's draft Center City Parks and Recreation Plan (January 2010) guides development for parks, greenways, recreational facilities, and open spaces.

- 13. Maintain public parks and greenways in good condition and make them available for use by the community to the greatest extent feasible.**

## Public Facilities

- 14. Ensure that public facilities (including schools, libraries, and the like) are well connected to the surrounding area and to each other to take advantage of joint use opportunities.**



The Little Sugar Creek Greenway serves stormwater management as well as recreational purposes.

# Environment



This land use plan balances preservation of the area's natural resources with the demand for new development. This is possible with careful planning and adherence to policies and regulations. The environmental policies contained in this plan are based on the more general principles and policies taken from the *General Development Policies, 2007*.

The Environmental goal for the plan area is as follows:

- Preserve and protect the natural environment, parks, tree canopy, open spaces, and natural resources. Promote measures to minimize the adverse effects of new development on air and water quality, and encourage the use of eco-friendly building technologies and renewable resources.

Redevelopment is intended to improve the environment of the region by concentrating growth where it can be supported by transit and other existing infrastructure, by relieving the pressure for growth on outlying greenfield locations, and by reducing vehicular trips and trip lengths that otherwise would extend to the outer edge of the metropolitan area.

In addition to the policies in this section, the land use, community design, transportation, and infrastructure/public facilities policies of this plan recognize the importance of the natural environment.

## Environmental Policies

- E1. Tree Canopy:** Make trees a key feature of the entire plan area. In addition to their aesthetic value, trees help to reduce stormwater run-off, slow soil erosion, absorb air pollutants and provide shade. Midtown and Cherry are characterized by their mature tree canopy. Where street trees currently exist, they should be maintained and replaced as necessary. In places where street trees do not currently exist, they should be planted as part of any new development or redevelopment in accordance with the streetscape cross-sections.
- E2. "Green" building practices:** Enable site plans for new buildings, renovations, and parking lots that (a) facilitate use of alternative modes of transportation; (b) reduce ground level temperatures; (c) minimize impacts to the natural environment; (d) reduce the amount and improve the quality of stormwater run-off; and (e) use water efficiently. Over the last decade, innovative design solutions have been developed to address the water quality of stormwater runoff. These best practices include the use of bioswales or rain gardens, rooftop rain capture, and pervious parking areas. Because of the large amount of impervious surface area and the proximity of Little Sugar Creek, new developments and redevelopments are encouraged to incorporate design features that improve the quality of stormwater leaving their site.

- E3. Transportation alternatives:** Encourage high quality, mixed use developments, consistent with the Land Use and Community Design policies of this plan, that promote pedestrian circulation to and through the site, support bicycling, and reduce vehicular trips.
- E4. Water Quality and Runoff:** Protect and enhance the Little Sugar Creek watershed and the natural eco-system around them. Any development or redevelopment in the area will have a goal to improve the quality of runoff, reduce flooding impacts, and reduce runoff if possible. This will primarily be achieved with the provisions of the Post Construction Controls Ordinance.
- E5. Greenway access:** Provide opportunities for expansion and improved access to the Little Sugar Creek Greenway and for improved park facilities within the plan area.



*Restoration of the Little Sugar Creek Greenway has been transformational for environmental policy in the plan area.*



*Midtown*



*Morehead*



*Cherry*  
area plan

# *Volume II: Implementation Guide*

# Implementation Guide



Achieving the vision articulated in this plan will occur incrementally over time through the combined efforts of local government, private property owners, residents, developers and many others. This Implementation Guide is primarily a staff document that outlines specific steps that can be taken by various public and private bodies so that the desired future envisioned in this plan may be realized. These strategies are listed in the Implementation Strategies table that follows; the lead responsible agency and tentative time frame is also included. The strategies are numbered sequentially and correspond to the policies discussed in the Concept Plan. This allows staff to track progress of the plan's policies over time.

Some strategies are physical such as installation of sidewalks or the construction of specific street cross sections. Other recommended strategies are organizational. Some will even require changes to existing City policies, regulations and/or practices.

These strategies do not imply a public or private sector commitment. The Charlotte City Council will not be asked to adopt this Implementation Guide; however, many of the strategies in this section will require future action

by elected officials and will be presented to them for approval on a case-by-case basis.

Finally, since conditions change over time, staff will update this Implementation Guide to reflect changes and progress.

## Corrective Rezonings

The Planning Department will initiate corrective rezonings to implement the land use vision and recommendations adopted as part of the Concept Plan. Staff-initiated rezonings are most often recommended to:

- Align zoning with existing land use to make future land uses compatible with existing development;
- Align zoning with the currently adopted land use plan; and/or
- Protect environmentally sensitive areas.



*A Pedestrian Overlay district will encourage mixed use development up to the street like this building.*

The rezoning process will occur only after the completion of a plan and will require additional public input. The proposed corrective rezonings are shown on Map 8, and are as follows:

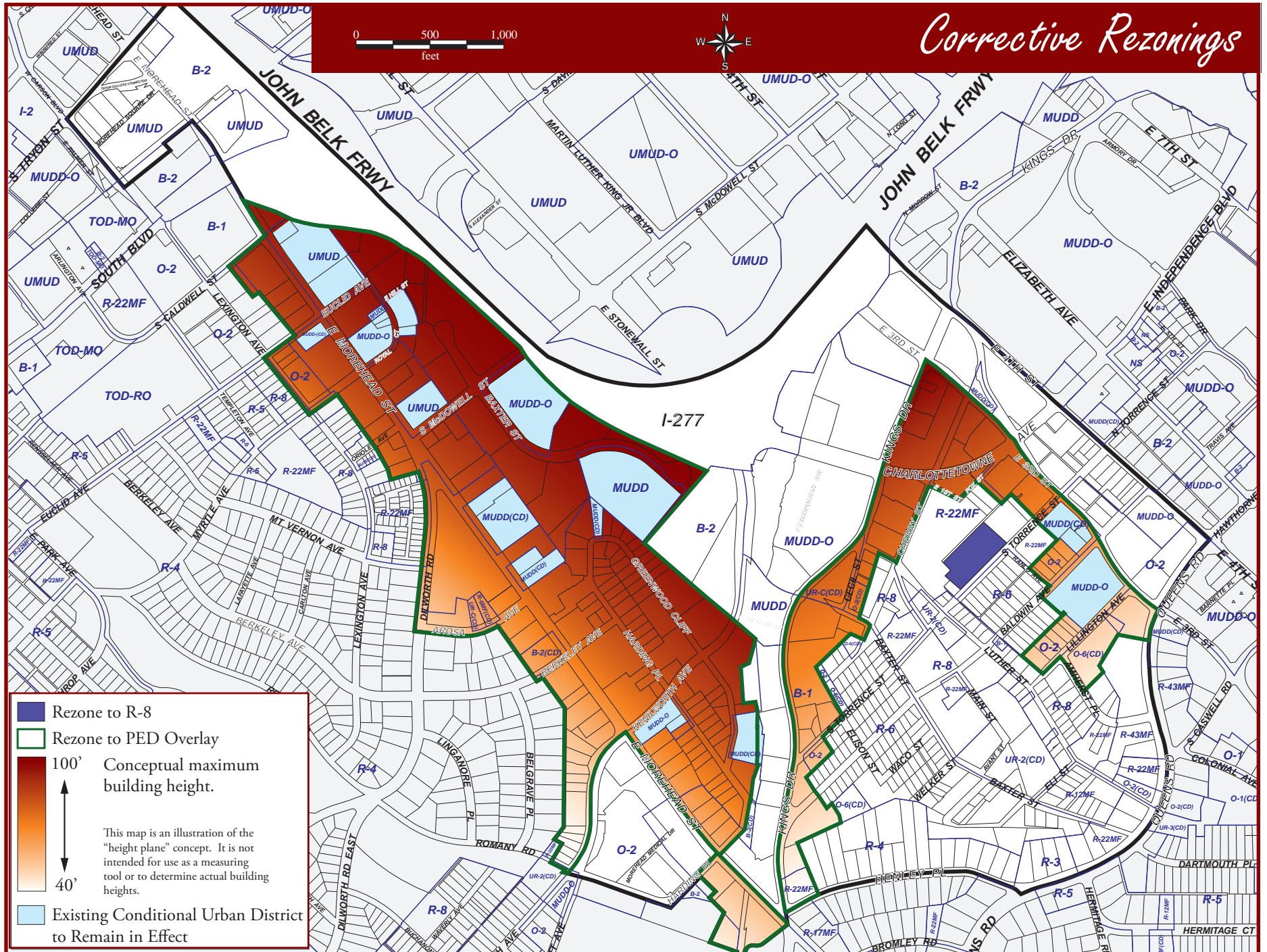
- **Pedestrian Overlay:** The Planning Department will petition for PED Overlay rezoning, as described in the Concept Plan for various specific areas, and as illustrated on Map 8. This may be filed as one application or may be filed for smaller areas, as circumstances may dictate.
- **Residential on Torrence Street:** A row of homes on the northwest side of Torrence Street (northeast of Luther Street) is predominantly single family. It is currently zoned for multi-family development. This row of homes should be rezoned R-8 single-family to reflect its current situation and to protect the character at this vulnerable edge of the Cherry community.



*Houses on Torrence Street, currently zoned R-22MF, should be rezoned for R-8 Single Family.*



# Corrective Rezoning



Source: Charlotte-Mecklenburg Planning Department mapping, September 2011

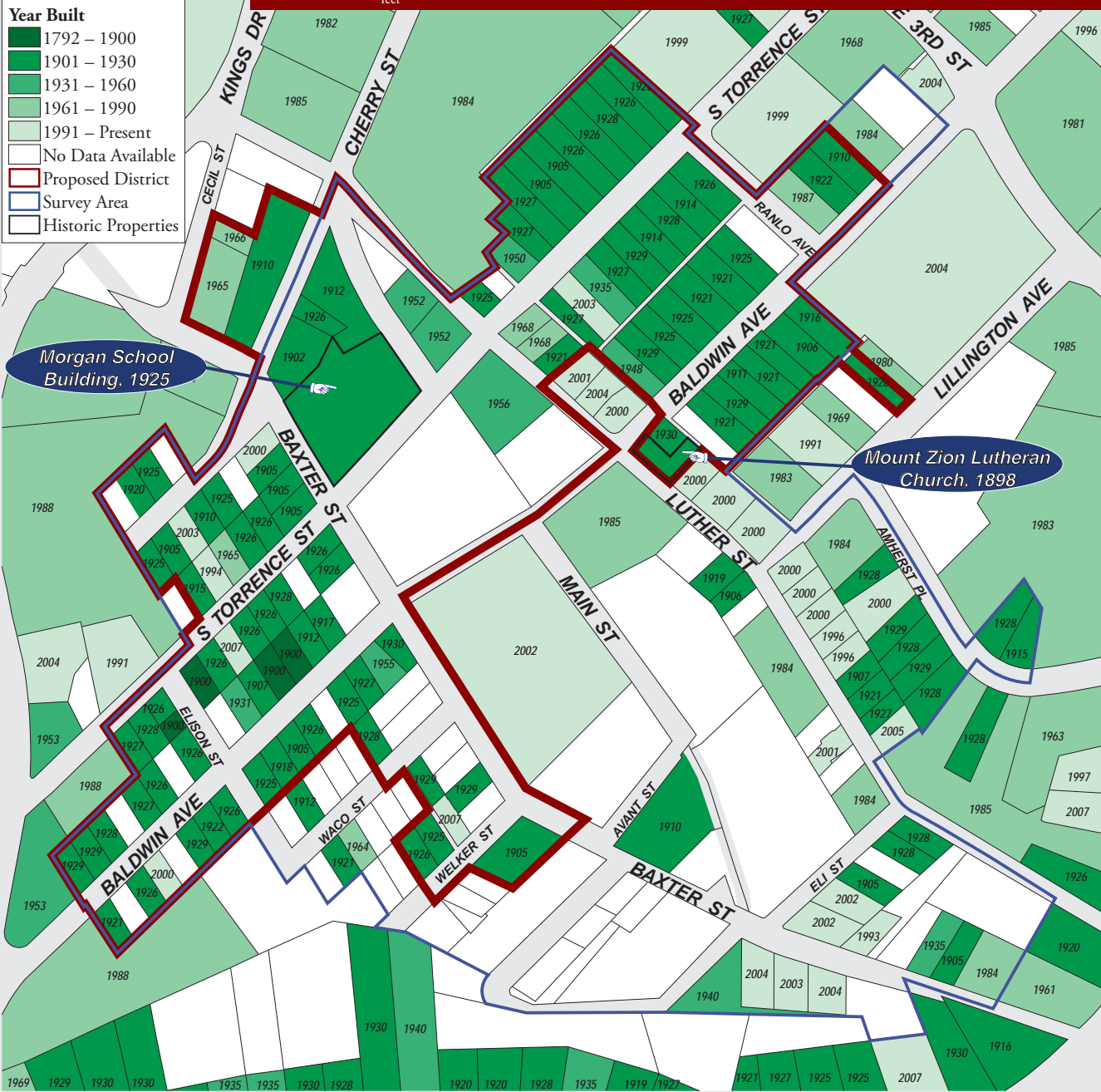
Map 8

Midtown Morehead Cherry area plan █ █ █ 49

# Potential Local Historic District Boundary



Year Built	
<span style="display:inline-block; width:15px; height:15px; background-color:#006400;"></span>	1792 – 1900
<span style="display:inline-block; width:15px; height:15px; background-color:#008000;"></span>	1901 – 1930
<span style="display:inline-block; width:15px; height:15px; background-color:#00A080;"></span>	1931 – 1960
<span style="display:inline-block; width:15px; height:15px; background-color:#00C0A0;"></span>	1961 – 1990
<span style="display:inline-block; width:15px; height:15px; background-color:#00E0C0;"></span>	1991 – Present
<span style="display:inline-block; width:15px; height:15px; background-color:#FFFFFF;"></span>	No Data Available
<span style="display:inline-block; width:15px; height:15px; border:1px solid red;"></span>	Proposed District
<span style="display:inline-block; width:15px; height:15px; border:1px solid blue;"></span>	Survey Area
<span style="display:inline-block; width:15px; height:15px; border:1px solid black;"></span>	Historic Properties



## Historic or Conservation District

The Midtown Morehead Cherry plan area includes a small section of the Dilworth Local Historic District, as well as eight Locally Designated Historic Landmarks and two properties listed on the National Register of Historic Places. The most threatened historic resource in the area, however, is the historic core of the Cherry neighborhood.

In 1990, Cherry was listed on the North Carolina Study List as potentially eligible for the National Register of Historic Places. A great deal of infill redevelopment has occurred since that time, however, making it less likely that this status can be maintained.

As part of this plan process, a preliminary survey was done in Cherry to determine if there is enough surviving historic character for the area to be considered for historic designation and protection. The survey results indicated that there is a substantial area in

the historic center of Cherry to make such a designation possible. Map 9 shows the age of buildings in the area, along with one potential boundary for a historic district.

One option is to pursue designation of Cherry as a Local Historic District. In a Local Historic District, all exterior renovations, additions, demolitions and new construction proposals have to be reviewed by the Charlotte Historic District Commission to ensure that the work as designed preserves the overall historic character of the neighborhood. The designation of these districts is most often initiated by the neighborhood, and includes a strong indication of resident support. The process consists of a building-by-building survey and a written analysis indicating how the area would meet the statutory qualifications for Local Historic District designation. The actual designation process would come through a rezoning to create an Historic Overlay District, with the final decision being made by City Council.

Another option is the creation of a Neighborhood Conservation Overlay District, involving required design standards as determined through a public process. These design standards would be reviewed by a Zoning Plan Reviewer as part of the application process for a building permit. Although several North Carolina municipalities have Neighborhood Conservation Districts, there is at present no local ordinance authorizing them in Charlotte. The drafting of a local ordinance for Charlotte is under discussion at present.



Cherry has a historic character, and may be appropriate for establishment of a Historic District.



The Morgan School building is a designated local historic landmark at the center of Cherry.



The Mount Zion Lutheran Church building is a local landmark in adaptive reuse as an office.

# Implementation Strategies

The number of each action corresponds to the number for the recommendation in the Concept Plan.

	Action Item	Type	Lead Agency	Time Frame
	<b>Land Use</b>			
	<b>Midtown</b>			
L1 L2 L3 L4 L5 L6 L7 L8	Use land use policies to guide and evaluate development proposals.	Zoning	Planning	as devel occurs
L3 L5 L6 L8 L30	File rezoning petition for Pedestrian Overlay zoning district for parcels recommended for Pedestrian Zone.	Zoning	Planning	Short (within 1 year)
L9	Work with Planning GIS staff to modify the Centers, Corridors and Wedges boundary layer reflecting the Midtown area in the Southeast Growth Corridor.	Zoning	Planning	Short (within 1 year)
	<b>Cherry</b>			
L10 L12 L13 L14 L15 L16 L17 L18 L19 L21	Use land use policies to guide and evaluate development proposals.	Zoning	Planning	as devel occurs
L11	Work with Planning's Historic District Commission Administrator along with the Cherry Community to begin the process to designate Cherry as either a Local Historic District; or pursue the process of creating a Neighborhood Conservation Overlay District as indicated in Map 6.	Zoning	Planning	Short (0-5 years)
L11	Work with housing agencies such as House Charlotte, City Housing Trust Fund, and Charlotte Housing Authority to promote and retain opportunities for affordable owner-occupied housing in Cherry.	Housing	Neigh. & Busin. Serv.	as devel occurs
L20	Work with Planning GIS staff to modify the Centers, Corridors and Wedges boundary layer reflecting the Cherry area in the South Wedge.	Zoning	Planning	Short (within 1 year)

	Action Item	Type	Lead Agency	Time Frame
L21	Work with Planning's Historic District Commission Administrator to explore historic designation for the Myers Tabernacle AME Zion Church.	Zoning	Planning	Short (1-5 years)
	<b>Morehead</b>			
L22 L23 L24 L25 L26 L27 L28 L29 L31	Use land use policies to guide and evaluate development proposals.	Zoning	Planning	as devel occurs
L22 L23 L25 L26 L27 L29	File rezoning petition for Pedestrian Overlay zoning district for parcels recommended for Pedestrian Zone.	Zoning	Planning	Short (within 1 year)
L30	Work with Planning GIS staff to modify the Centers, Corridors and Wedges boundary layer reflecting the Morehead area in the South Growth Corridor.	Zoning	Planning	Short (within 1 year)
	<b>Community Design</b>			
D1 D2	Use community design policies to guide and evaluate development proposals.	Zoning	Planning	as devel occurs
	<b>Transportation</b>			
T1	Evaluate additional pedestrian crossings of Kings Drive and implement improvements recommended to enhance pedestrian comfort and safety: <ul style="list-style-type: none"> <li>• At South Torrence Street</li> <li>• At Cherry Street Extension (T3)</li> <li>• At Luther Street</li> </ul>	Transp.	CDOT/ Planning	Medium (5-10 years)
T2 T15	Evaluate East Morehead Street intersections and implement improvements recommended to enhance pedestrian comfort and safety: <ul style="list-style-type: none"> <li>• At Kings Drive and Henley Place (T2)</li> <li>• At South McDowell Street and Dilworth Road (T15)</li> </ul>	Transp.	CDOT/ NCDOT	Medium (5-10 years)

	Action Item	Type	Lead Agency	Time Frame
T3 T4 T8 T14	Work with developers during the rezoning, urban review, and PED processes to ensure that larger developments retain and enhance connectivity: <ul style="list-style-type: none"> <li>• Cherry Street Extension (T3)</li> <li>• Cecil Street Abandonment / Kings Drive Streetscape (T4)</li> <li>• Main Street Retention or Relocation (L12, T8)</li> <li>• Berkeley Avenue Extension (T14)</li> </ul>	Transp.	CDOT/ NCDOT	as devel occurs
T5 T16	Evaluate conversions of the following streets to be implemented via the City's Resurfacing Program: <ul style="list-style-type: none"> <li>• Charlottetowne Avenue (T5)</li> <li>• South McDowell Street Conversion (T16)</li> </ul>	Transp.	CDOT/ NCDOT	Medium (5 - 10 years)
T6 T18	Study modifications of the following connectors supplemented by the necessary modifications to existing signal operations and street network: <ul style="list-style-type: none"> <li>• 3rd-4th Street Connector (T6)</li> <li>• Tryon-College Street Connector (T18)</li> </ul>	Transp.	CDOT/ NCDOT	as devel occurs
T7	Evaluate traffic calming measures at the following intersections via the City's Traffic Calming Program and implement improvements recommended to calm traffic: <ul style="list-style-type: none"> <li>• Baldwin Avenue at Luther Street</li> <li>• Baxter Street at South Torrence Street</li> </ul>	Transp.	CDOT/ Planning	Short (0-5 years)
T9	Evaluate sidewalk system within the Cherry neighborhood and explore funding mechanisms to fill strategic gaps that link destinations.	Transp.	CDOT/ Planning	Medium (5-10 years)
T10	Examine opportunities to enhance pedestrian activity across and along East Third Street in the vicinity of South Torrence Street and Baldwin Avenue.	Transp.	CDOT/ Planning	Medium (5-10 years)
T11	Maintain current level of Transit service within the plan area.	Transp.	CATS	ongoing
T12	Request new curb line of significant development projects along Kenilworth Avenue in order to complete bicycle lanes.	Transp.	CDOT/ Planning	as devel occurs
T13	Design and construct an extension of Pearl Park Way from Kenilworth Avenue to Baxter Street.	Transp.	CDOT/ Park & Rec	Medium (5-10 yrs)
T17	Design and construct a new street over the John Belk Freeway between Royal Court and East Stonewall Street.	Transp.	CDOT/ NCDOT	Long (>10 yrs)

	Action Item	Type	Lead Agency	Time Frame
S1 - S10	Use the streetscape standards specified in the Plan as the official "Streetscape Plan" for the area in evaluating site plan approvals.	Transp.	CDOT/ NCDOT/ Planning	as devel occurs
	<b>Infrastructure &amp; Public Facilities</b>			
I1	Perform localized water main and gravity sewer line relocations along with new development and streetscape improvements.	Utilities	CMU	as devel occurs
I2	Make stormwater improvements to the existing roadway culverts and stormwater network during street widening activities.	Utilities	E&PM	as devel occurs
I3	Maintain public parks and greenways in good condition.	Park	Park & Rec	as devel occurs
I4	Ensure that public facilities are well connected to the surrounding area and to each other to take advantage of joint use opportunities, and that public facilities are well designed.	Planning/ Capital Facilities	Planning/ E&PM	as devel occurs
	<b>Environment</b>			
E1	Make trees a key feature of the entire plan area.	Zoning/ Tree Ord.	Planning/ E&PM	as devel occurs
E2 E4	Encourage "Green" building practices by allowing for flexibility in site plan designs for new buildings, renovations, and parking lots to improve water quality for stormwater runoff, consistent with the Council-adopted Post Construction Controls Ordinance.	Storm-water	E&PM/ Planning	as devel occurs
E3	Expand bicycle lanes, improve sidewalks and pedestrian islands throughout the Plan Area that will help improve the pedestrian environment.	Transp.	Planning / CDOT	as devel occurs
E5	Provide opportunities for improved access to the Little Sugar Creek Greenway via multiple modes of transportation especially transit, pedestrian and bicycles.	Park	Planning/ Park & Rec / CDOT/ CATS	as devel occurs





*Midtown*



*Morehead*



*Cherry*  
area plan

*Volume III: Appendix*

# Existing Conditions



This section examines existing demographic, environmental, land use, design, transportation, and infrastructure conditions in the plan area. It provides a framework for understanding the opportunities and constraints identified in the Concept Plan.

The Midtown Morehead Cherry plan area encompasses approximately 455 acres just outside of the I-277 freeway loop from Uptown Charlotte. The area includes several small but distinct neighborhoods:

- Midtown incorporates mixed use and retail areas, including the recent Metropolitan development.
- The Morehead area is a leafy commercial center at the edge of the Dilworth neighborhood with a major office component, but a mix of retail and residential areas as well.
- Cherry is an established single-family residential neighborhood with deep roots in the African American community.

Per the City's Centers, Corridors and Wedges Growth Framework, corners of the plan area lie within the South and Southeast Growth Corridors, where those corridors reach the Uptown I-277 loop. Most of the

plan area is mapped in the Wedge category. A wedge is defined as low-density residential, with services that primarily support the neighborhoods. For parts of the plan area, the intensity and type of uses, as well as the proximity to I-277 and Uptown, may merit reconsideration of the wedge designation. A more detailed discussion of the Centers, Corridors and Wedge Growth Framework (2008) can be found in the Policy Framework section of the Concept Plan.

## Environmental

### Natural Features

The plan area sits up from the banks of Little Sugar Creek and its tributaries, including a substantial area recently restored as a greenway. There are SWIM buffers and floodplain areas, which should be considered and protected when developing. Topography is relatively gentle, with only isolated site-specific steep slopes.

### Tree Cover

About 110 acres, or 24% of the plan area, has trees as its most prominent land cover, as shown on Map A1. This is a much lower percentage than the city of Charlotte as a whole (50%), and also lower than Mecklenburg County (46%). The existing heavily developed portions of the plan area have limited tree cover or tree cover at site perimeters around the large building and parking footprints. The established residential areas have tree lined streets and a mature tree canopy.

In addition to their aesthetic value, trees provide other environmental benefits such as reducing air pollution, storing and sequestering carbon, reducing stormwater runoff, and improving water quality.

## Demographics

According to 2010 US Census data, 1,759 people resided in the Midtown Morehead Cherry plan area. This is up from 1,437 in the 2000 Census. The racial and ethnic makeup is shown on the following chart. Also shown are comparable percentages for the City overall.

### Population

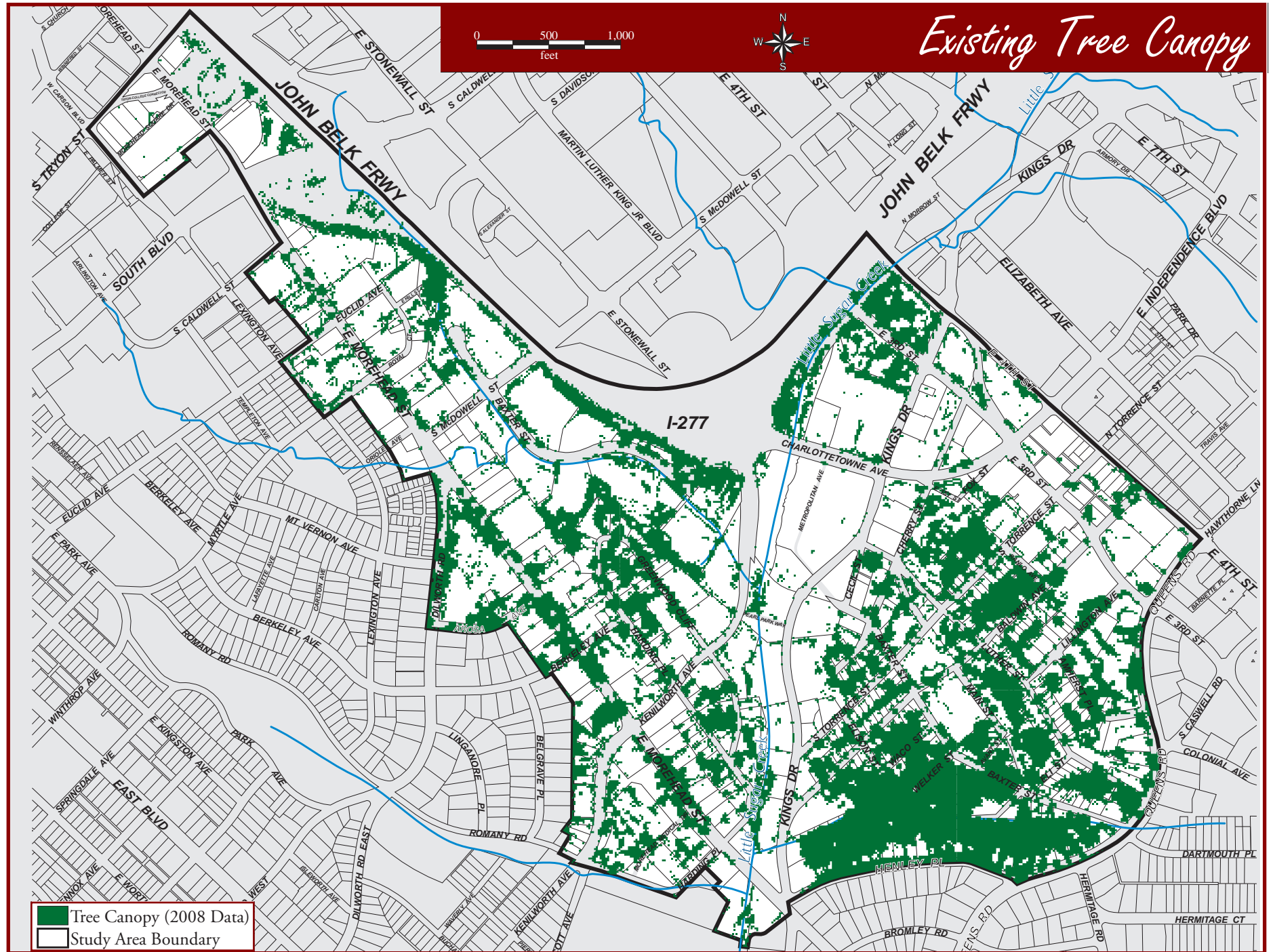
Ethnic Group	Plan Area		City
	Pop	%	%
Total	1,759		
White	1,141	65%	50%
Black	508	29%	35%
American Indian	4	0%	1%
Asian/Pacific Islander	68	4%	5%
Other	14	1%	7%
Two or more	24	1%	3%
Hispanic	34	2%	13%

Source: US Census data, 2010

Note: People of Hispanic origin are not included in the totals because they may be of any race.

Concerning age groups, the largest group was of young adults (18 - 34) at 42% of the population, far more than the 28% citywide. The population under 18 was 10%, far less than the 25% citywide. Senior citizens (65+) were 7%, very near the 8% citywide.



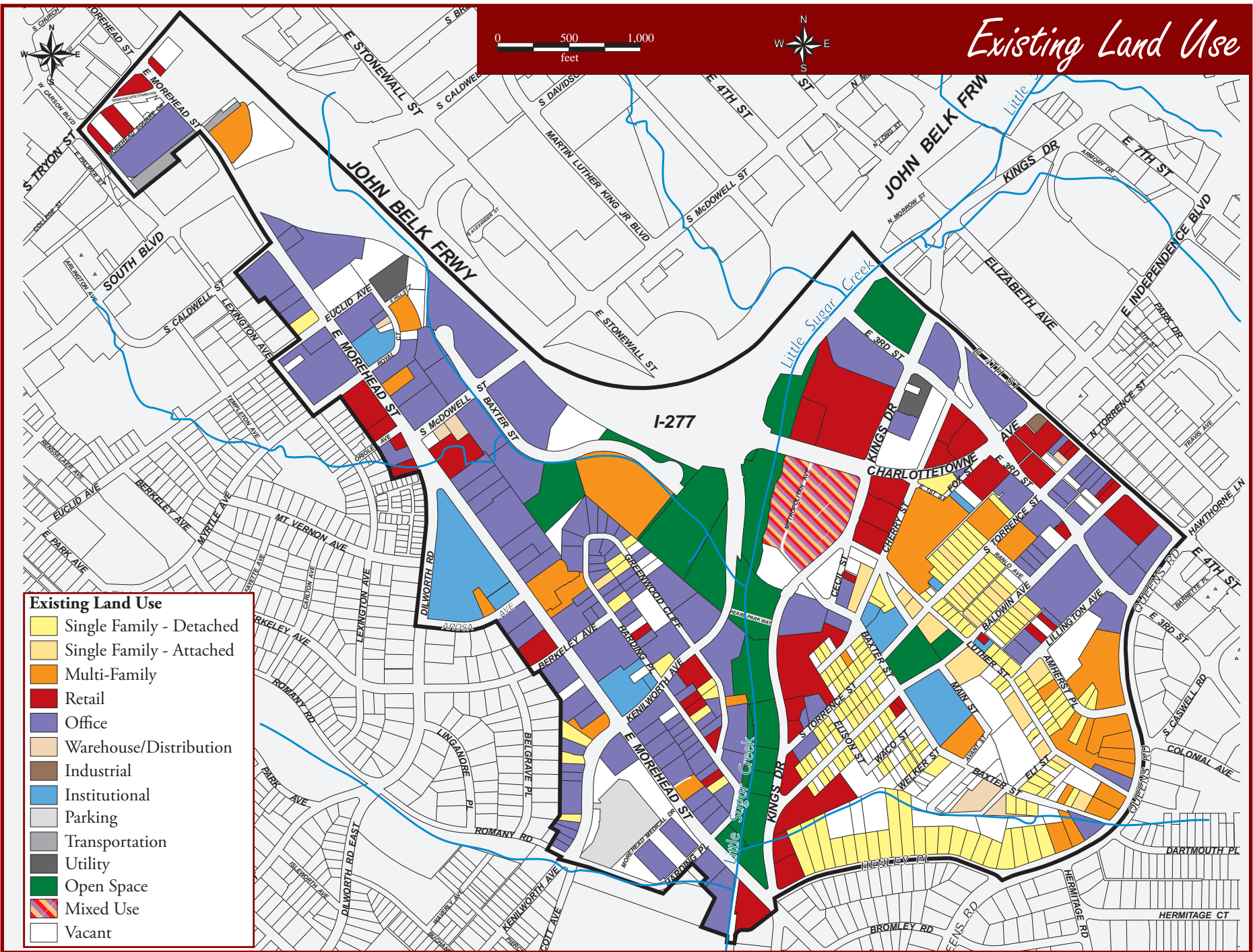


Source: Mecklenburg County field data and mapping, 2008

Map A1

Midtown Morehead Cherry area plan

# Existing Land Use



The level of educational attainment for persons 25 years and above in the plan area is as follows:

### Educational Attainment

Level Completed	Plan Area		City
	Pop	%	%
Less than 9th grade	34	4%	5%
Grades 9 to 12	101	12%	7%
High School Graduate	187	23%	21%
Some College	183	22%	20%
Associate Degree	0	0%	8%
Bachelor Degree	207	25%	27%
Master or Above	112	14%	13%

Source: American Community Survey, 2005-09

In terms of employment the total number of jobs in the plan area was 6,531 This is people who work in the area, not those who live there, and is far more than the number of residents. A comparison of occupational groups to citywide data is as follows:

### Employment

Occupational Group	Plan Area		City
	Empl	%	%
Services	3,236	50%	32%
Finance, Insur., Real Est.	1,412	22%	13%
Retail Trade	1,138	17%	19%
Construction	233	4%	7%
Public Administration	166	3%	4%
Transportation, Commun.	142	2%	7%
Wholesale Trade	142	2%	5%
Manufacturing	62	1%	10%
Agric, Forestry, Mining	0	0%	2%

Source: Info USA data for 2010

The Services group includes Doctors and Lawyers. Combined with the Finance, Insurance, and Real Estate group, the plan area has a much greater professional and white collar population than the City as a whole.

A survey of the plan area's resident population indicated that public transportation is utilized by 34% of the plan area's working population as their primary mode of travel to work. This is significantly higher than the citywide average of only 4%. Fifteen percent of plan area residents carpool to work, and 48% travel via single occupancy vehicle.

The median household income in the plan area was \$24,894. This is about half the median household income for Charlotte at \$49,779. The average household size was 1.57, far less than the citywide 2.48.

Building permits in the area for the past decade were analyzed. Over that period, the area has experienced significant new construction, including the Metropolitan project.



The historic Mayes House is in use as an office building.

### Building Permits

Year	Residential Units	Non-Residential
Total, 2000 - 2010	461	95
2000	12	1
2001	2	1
2002	10	0
2003	27	5
2004	2	12
2005	1	16
2006	84	14
2007	160	18
2008	120	18
2009	42	8
2010	1	2

Source: Mecklenburg County Code Enforcement data, 2011

Of 1,360 dwelling units in the plan area, 1,102 or 81% are multi-family (rental apartment or condominium). There are 185 single family detached homes, and 73 attached homes.



Third Street has a growing collection of office and mixed use buildings.

# Land Use and Zoning

## Existing Land Use

There are a total of 455 acres within the plan area. Of that, 133 acres are within street right-of-way. Office uses comprise the largest use, with 24% of the total. Otherwise, there is no other dominant use group. The Existing Land Use is shown on Map A2, and in the following table.

**Existing Land Use**

Land Use	Acres	% of Total
Office	110.8	24%
Retail	37.1	8%
Institutional	15.6	3%
Mixed Use	8.1	2%
Single Family - Detached	32.0	7%
Single Family - Attached	6.4	1%
Multi-Family	20.3	4%
Transp, Util, Indus, Whse	11.2	2%
Open Space	35.5	8%
Vacant	45.1	10%
Right-Of-Way	133.4	29%
<b>Total</b>	<b>455.4</b>	<b>100%</b>

Note: Vacant is defined as having no net building value and no heated square feet.  
 Source: Charlotte-Mecklenburg Planning Department mapping, September 2011

## Adopted Future Land Use

Adopted future land use for most of the plan Area is designated by the *Central District Plan*, adopted in 1993. The *Cherry Small Area Plan*, also adopted in 1993, covers the Cherry neighborhood. Adopted land use from these plans has been modified over time by rezonings approved since the plans' were adopted. See map A3.

A substantial portion of the Midtown and Morehead areas was recommended for mixed use of various sorts. Much of the Cherry neighborhood is designated for lower density single family residential, with various higher density residential elements at the edges and at the center.

Floodplain land along Kings Drive was noted as appropriate for greenway purposes. While most of these properties were in retail and other active uses at the time the plans were approved, the Little Sugar Creek Greenway has already fulfilled the greenway designation.



*The Metropolitan, between Kings Drive and the greenway, is a new mixed use community element.*

## Existing Zoning

Of the zoning within the plan area, Business zoning (B-1 and B-2), is the largest category. This category is intended to permit retail/commercial uses, but also allows residential and office uses. The second largest zoning category is Office (O-1 and O-2), primarily for office uses. A growing zoning category has been Mixed Use. In recent years, numerous MUDD rezonings have been approved for site-specific projects at densities generally greater than allowed in the basis B and O zoning.

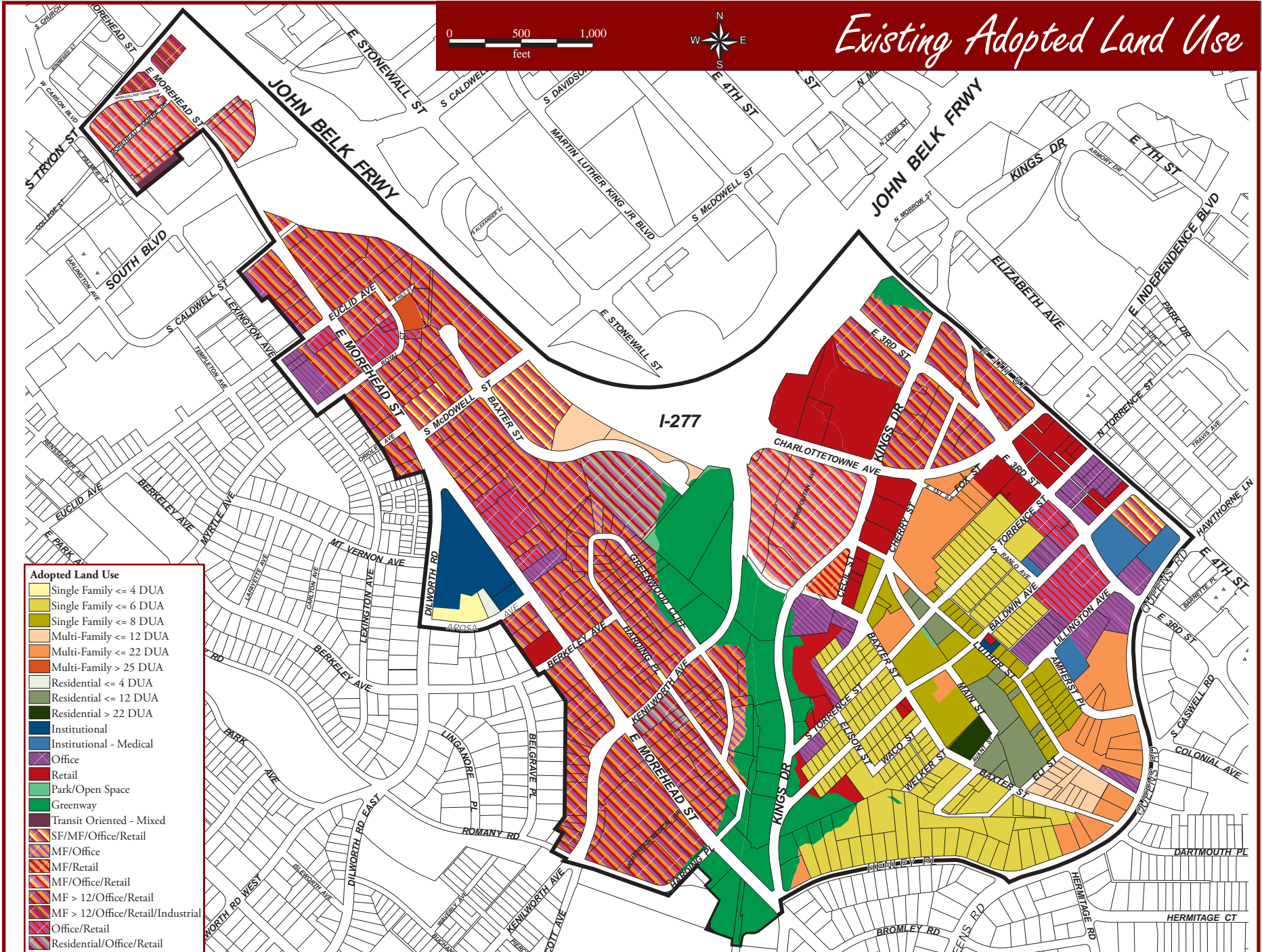
Single family zoning makes up 14% of the area, almost entirely in Cherry. The multi-family and urban residential zoning is primarily on the perimeter and center of Cherry. See Map A4.

**Acres By Zoning Category**

Zoning Category	Acres	% of Total
Business	127.8	28%
Office	89.7	20%
Mixed Use	62.3	14%
Uptown Mixed Use	21.1	5%
Single Family	64.2	14%
Multi-family	34.5	8%
Urban Residential	8.9	2%
Right-Of-Way not zoned	46.9	10%
<b>Total</b>	<b>455.4</b>	<b>100%</b>

Source: Charlotte-Mecklenburg Planning Department mapping, September 2011

# Existing Adopted Land Use

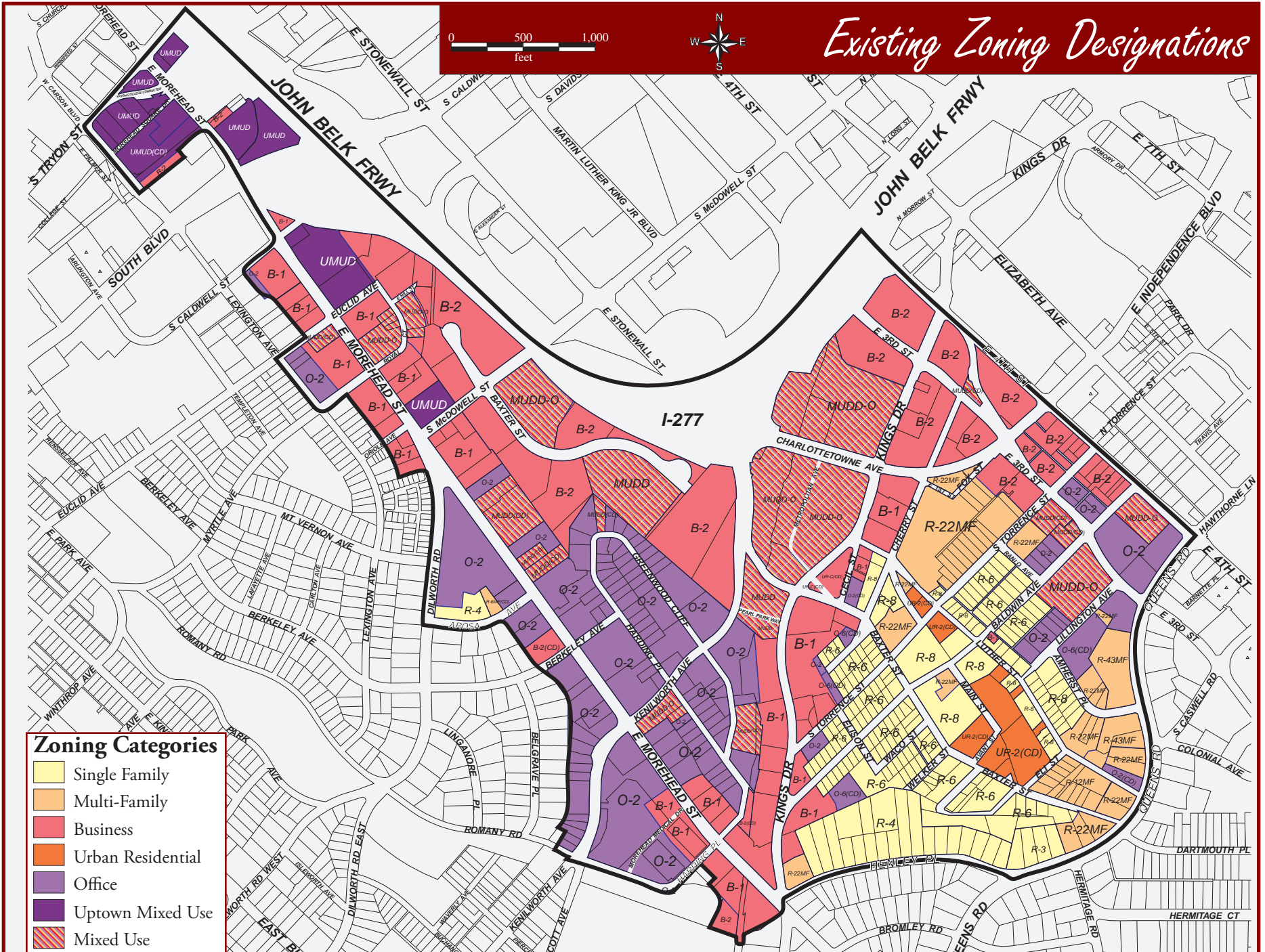


Source: Central District Plan, 2003, as amended through 2010

Map A3

Midtown Morehead Cherry area plan

# Existing Zoning Designations



## Historical Background

**Cherry Beginnings:** Cherry is one of Charlotte's most historic neighborhoods, first platted as a residential community in 1891 by John and Mary Myers. The neighborhood was developed from the Myers family's thousand-acre cotton farm which was located just outside Charlotte's city limits. For several decades, the neighborhood functioned as a village distinct from Charlotte following the pattern of such African American settlements as Biddleville and Greenville. Cherry is among the oldest surviving African American residential areas in Charlotte.

Cherry is unique in that it was the first neighborhood in Charlotte built especially to provide home ownership opportunities for laborers and working class blacks. Contrary to local stories, Cherry was not built as a servants' community for adjoining Myers

Park. Rather, Cherry was platted at least 20 years before Myers Park. The first homes in the neighborhood were built on Cherry, Main, and Luther Streets. By 1925, a total of 305 families lived in Cherry. It is estimated that as many as 65% were homeowners.

**Cherry Neighborhood Center:** Morgan Park and Morgan School were built in the mid 1920's on Baxter Street. In addition to a park and a school, the neighborhood also had several churches and small neighborhood stores, still in existence. These amenities made Cherry's development unique from other African American neighborhoods. The park and the tree-lined streets were often noted as the most striking attributes of the neighborhood. The trees were so prominent that the name of the neighborhood and street are said to have been inspired by the cherry trees that grew on the hillsides.



1935 map of Charlotte showing a portion of the plan area. All images in this section are courtesy of the Robinson-Spangler Carolina Room - Public Library of Charlotte and Mecklenburg County.



The library at Morgan School about 1925.



Early view of Mt. Zion Lutheran Church. Luther Street took its name from the Church.



Early view of a duplex in Cherry.



Early view of houses on Baldwin Avenue in Cherry.



Early view of Myers Tabernacle AME Zion Church, built by residents on land donated by John and Mary Myers.



Early view of the Cherry retail buildings, Baxter at Baldwin.

**City growth:** As time passed, Cherry was surrounded by other development and was incorporated into the City of Charlotte. Myers Park was developed by the Myers family immediately to the south beginning in 1911. Its curving tree-lined streets, laid out by noted landscape architect John Nolen, became one of Charlotte's most prestigious neighborhoods. Immediately to the northeast of Cherry there was developed a small subdivision called Craighead Park, along what is now Torrence Street and Baldwin and Ranlo (originally Craighead) Avenues. This neighborhood was absorbed into Cherry in the 1950's when ethnic settlement patterns shifted.

**Morehead Area Beginnings:** Beginning about 1891, Edward Dilworth Latta had created Dilworth, a new residential and streetcar suburb centered on South and East Boulevards. In 1911, he began work on an extension of Dilworth. He hired Frederick Law Olmsted, Jr., an eminent Boston landscape architect and city planner, for the project. For the curvilinear streets around Dilworth Road, Latta closely followed the Olmsted plan. East Morehead Street, near the eastern edge of the new development, was extended southward to Queens Road in Myers Park in a somewhat more direct route than Olmsted had proposed, though incorporating residential development with generous landscaping. Connections eastward into the older city were carefully limited. Over time the Morehead area gradually came to be used primarily for offices. The Greenwood Cliff/Harding Place vicinity was rezoned for office use in 1965.

**New Cross-town Arteries:** In the late 1940's, Kings Drive and Independence Boulevard (more recently renamed Charlotte-towne Avenue) were constructed through the plan area. Kings Drive came along the western border of Cherry, following the path of Little Sugar Creek and connecting to East Morehead Street. Independence Boulevard was a major cross-town traffic artery extending from Southeast Charlotte, cutting through Cherry's northern edge, connecting via Stonewall Street and South Boulevard and onward to Wilkinson Boulevard.

**Midtown Development:** Charlottetowne Mall (later known as Midtown Square) was built at the intersection of Kings and Independence about 1958. It was built in part by channelizing and covering over Little Sugar Creek. As one of the first enclosed shopping malls in the South, it became a major attraction. The mall then attracted a strip of smaller commercial businesses along Kings Drive. The thoroughfares that surrounded Cherry carried increasing traffic from suburban neighborhoods into Uptown. Cherry, no longer an isolated village on the fringe of Uptown, was thrust into the midst of an urbanizing Midtown area.

**Changes in Cherry:** Changes also were occurring inside Cherry that destabilized the neighborhood. Many of the owner-occupied homes were being sold to investors. Once purchased, these homes were converted to rental properties. What had begun as a strong community of homeowners was evolving into a neighborhood of renters.



By the late 1960's, housing and other physical conditions in the neighborhood had deteriorated. However, conditions were not considered so bad as to warrant demolition, so Cherry escaped the fate of Brooklyn and other African American neighborhoods through Urban Renewal. Responding in part to the neighborhood's physical conditions and other related concerns, an active residents' organization known as the Cherry Community Development Association began in the late 1960's. In the mid 1970's, Cherry was designated as a Community Development Neighborhood Target Area, making it eligible to receive Federal funds for certain physical improvements. In 1976, a public improvements plan was approved by Council, outlining short term strategies for housing code enforcement and physical improvements.

To participate more fully in the City's efforts to upgrade the neighborhood, residents formed a nonprofit community development corporation in 1977 – the Cherry Community Organization (CCO). A modified plan was adopted by Council in 1979, whereby

the City would lend funds to the CCO for a comprehensive housing and neighborhood improvement program. The CCO acquired properties from absentee landlords, owning and managing many of the units. This model was heralded by some as one of the most innovative community projects in the country. In addition, in 1985 the Charlotte Housing Authority constructed the Tall Oaks townhome style apartment development, which included a unique scattered-site approach.

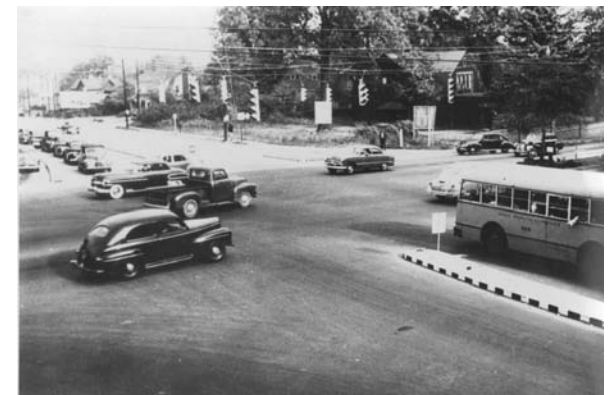
**Freeway Loop:** The Belk Freeway (southern and western leg of I-277) was constructed around the perimeter of Uptown Charlotte, opening in two phases— 1982 and 1988. It was constructed in part on land previously part of the Brooklyn neighborhood cleared through Urban Renewal. The freeway continued the isolation of Dilworth from Uptown except for connections at South Boulevard and McDowell Street. It did relieve Independence Boulevard in the Cherry/Midtown area (since renamed Charlottetowne Avenue) of its cross-town arterial function, allowing it to serve as a minor thoroughfare.



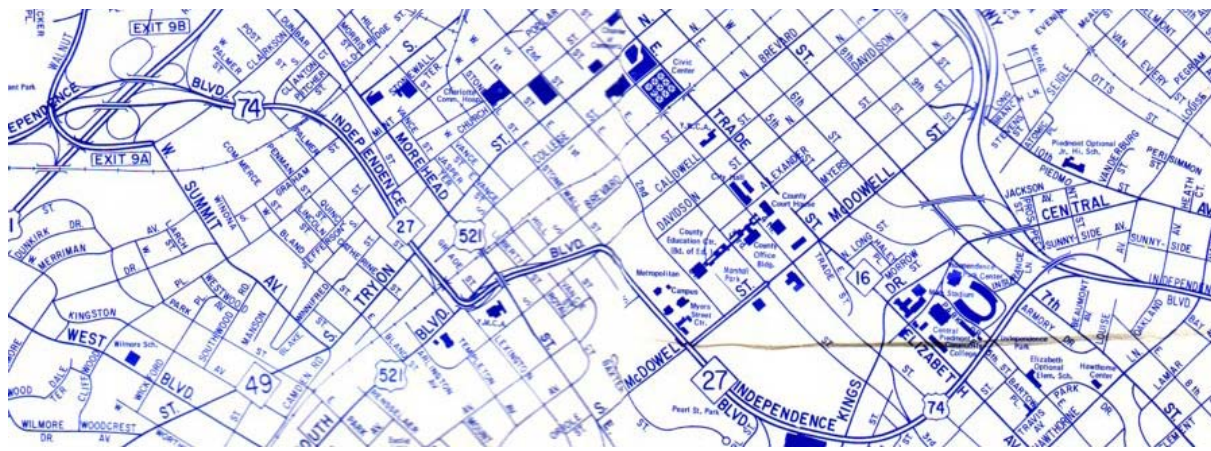
Trolley entrance gate to Myers Park at Fourth and Queens, about 1912.



1941 view from Dilworth Road with Addison Apartments on East Morehead Street and Uptown beyond.



Intersection of East Morehead Street and Independence Boulevard about 1950.



Independence Boulevard prior to construction of the Belk Freeway. (Champion Map Corporation, 1979)



Independence Boulevard near the Thompson Orphanage, about 1955.



1960's sign in the Brooklyn neighborhood announcing its demolition, a fate not carried out in Cherry.



Midtown Square mall prior to its demolition and replacement with the Metropolitan.

**Further development in Cherry:** Around 2000, Banc of America Community Development Corporation, in partnership with Cherry residents, led a program called the Cherry Affordable Housing Initiative, which built and sold new homes in the neighborhood. The program focused on affordable housing, primarily for longtime Cherry residents. These were mostly along Luther and Baxter Streets.

About 2005, the CCO sold property along Main Street to Stonehunt Development for a development of townhouses, with a senior citizen apartment facility at the center of the neighborhood. The Cherry Gardens apartment facility was completed and occupied. The townhomes remain unbuilt, and some street abandonment permits have expired as of 2011.

**Metropolitan Development:** By 2000, Midtown Square Mall had declined in occupancy, and Pappas Properties began planning a site redevelopment. The ambitious mixed use project incorporated residential condominiums, offices, restaurants, and retail including big box retail built along a pedestrian-friendly "Main Street" named Metropolitan Avenue. The project included a restoration of the long-buried Little Sugar Creek in collaboration with Mecklenburg County Park & Recreation. The Metropolitan opened in phases beginning in 2006, and has quickly become a center of activity for the surrounding area.

**Little Sugar Creek Greenway:** Ideas of Little Sugar Creek Greenway becoming an urban amenity began in the 1980's when local leaders were introduced to San Antonio's River Walk. Visions of gondolas navigat-

ing the creek as far as Freedom Park were reported in the news as was the new idea of greenways along Charlotte's creeks.

Liz Hair, the first woman to be elected to and to chair the Board of County Commissioners was a supporter of parks and greenways. Her influence helped to start a movement. Liz Hair Nature Walk, a section of Little Sugar Creek Greenway adjacent to Carolina Healthcare System's main hospital just south of the plan area, has been named in her honor.

In 2004, a master plan for a greenway running the course of Little Sugar Creek from Cordelia Park (Optimist Park area) to the South Carolina state line was approved by the Mecklenburg County Board of County Commissioners. A bond referendum that included funding for the urban sections was approved that year. The greenway from 7th Street to Morehead Street was designed over the next three years, and construction began late in 2008. Progressive sections went into construction in the following years. A celebration for completing the 1.2 mile linear park, stream restoration and greenway trail is scheduled for April 2012.

Little Sugar Creek Greenway is now the green spine that connects the various destinations along the Midtown, Morehead and Cherry areas. The stream restoration that accompanied the greenway development is critical to this new urban corridor. Approximately a decade ago, this creek was one of the most polluted creeks in the state. Today both the quantity and the variety of aquatic species are on the increase, a sign of gradual improvement in water quality.

## Community Design

The area has a wide range of land uses, including residential, retail, office, and major institutional elements. Each component area has a different focus. The Little Sugar Creek Greenway is a recently established element that serves to connect the other uses. The three areas share a common goal of becoming more pedestrian-friendly while preserving their character and history.



### Cherry

Cherry began in the late 19th Century on what was then the outskirts of Charlotte. It became one of the City's earliest African American neighborhoods, centered on Baldwin Avenue and Baxter Street. Based on

a traditional neighborhood design, the core of Cherry contains a neighborhood park, a historic school building, and three churches. Immediately surrounding are bungalows built from 1900 to the present.

### Residential

There are several established single-family residential types in the plan area. Most of the homes date back to early 1900's and some even to the late 1800's. A majority of the single family homes in the neighborhood are bungalow style units that are single story and of a modest scale and size. The area also has some multi-family construction and Charlotte Housing Authority pre-fabricated duplex homes scattered in the vicinity of Cherry, Luther, and Baxter Streets.

Infill and redevelopment has occurred throughout the neighborhood over the years contributing to the variety and mix of housing types and architecture. A few new multi-family housing elements have emerged. The multifamily typically are two or three story buildings with primarily brick facades, mostly in the periphery of the neighborhood. Most of the new development has respected the scale and style of the existing residences to some extent.

The neighborhood has a good tree canopy, and most of the streets have sidewalks. All of the homes are within walking distance of transit and other civic amenities.

### Non-Residential

The Cherry neighborhood has very little retail or office presence, primarily because the adjoining retail and office area is defined as being a part of Midtown. Over the years, office and retail uses have encroached along the neighborhood perimeter in various places. There are a few commercial uses in the community as well:



*An old retail building at Baxter Street and Baldwin Avenue is an established part of the neighborhood.*

**Retail:** The corner of Luther Street and Baldwin Avenue, and the corner of Baxter Street and Baldwin Avenue have old 1900's buildings that house convenience retail uses.

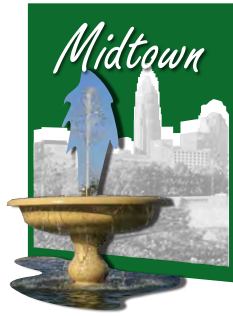
**Office:** The historic church on Baxter Street has been retrofitted and is being reused as an office. In addition, there are several retrofitted homes and new construction offices along the neighborhood edge at Lillington Street and Charlottetowne Avenue.

**Industrial:** A heating oil distribution business on Baxter Street near Eli Street housed in a commercial/industrial building dating to the 1940's is the only industrial use in the neighborhood.

**Civic:** The core of the Cherry neighborhood houses civic uses such as churches, park/playground and a historic school. These roughly encompass the area between Cherry, Luther, Baxter and Avant Streets. Cherry Neighborhood Park and Morgan School are historic areas within the neighborhood.



*Midtown retail uses along Kings Drive back up to Cherry, shrouded here by the tree canopy.*



## Midtown

Extending from the Little Sugar Creek Greenway to the edges of the Cherry neighborhood, Midtown is emerging as an urbanized district centered on Kings Drive and Charlotte-

towne Avenue. It draws energy from Uptown, Elizabeth Avenue, and nearby hospital and community college campuses. The area includes the Metropolitan development and other nearby commercial and mixed-use properties. It seeks to evolve as a pedestrian-oriented gathering place for surrounding neighborhoods and the larger city where people live, work, play, and shop, building upon the greenway, farmers market and natural features, while establishing a respectful transition to the Cherry neighborhood.

### **Residential**

The only residential development in the Midtown area is the multi-family within the mixed-use Metropolitan development. It is in the form of condominiums built within the last few years in a contemporary mid-rise building that fronts Kings Drive as well as the greenway with great views of uptown Charlotte. The area has good pedestrian access by way of the greenway.

### **Non-Residential**

**Retail:** The area has steadily evolved as the retail/commercial hub outside the I-277 freeway loop. While there is a predominance of

strip-retail development along the east side of Kings Drive, the west side has the greenway and the bustling Metropolitan mixed-use lifestyle center. East Third Street mostly has scattered retail and service type uses such as gas stations and a few restaurants. The pedestrian connectivity along Third Street is poor with prominent presence of parking lots along the street. A local Farmers' Market on Kings Drive at the intersection of Morehead Street has been in existence for many years but has poor pedestrian access from surrounding areas.

**Office:** There is a cluster of office use along the Third Street portion of Midtown. Most office uses are medical-related and housed in either existing older small buildings or newer mid-size block office development.



*The Metropolitan is a retail/commercial hub for the area.*



## Morehead

Morehead is the office and mixed use element of the Dilworth community centered along East Morehead Street and generally east of the Little Sugar Creek Greenway.

Morehead was once a residential street of historic Dilworth which become predominantly office. It has distinctive wide setbacks and dense mature tree canopy along East Morehead Street. Over time Morehead has become more pedestrian friendly and strengthened its mix of uses, while still preserving its historic character and sensitivity to the scale of the Dilworth neighborhood.

### **Residential**

There are several established residential properties in the area. As with Dilworth, most of the housing stock dates back to the early



*Older strip retail along East Morehead Street has little in the way of landscaping along the front.*

1900's and there are several historic houses. Many large older homes along Morehead have been retrofitted as offices. On the other hand, the houses along Greenwood Cliff and Harding Place are more modest single story bungalows from the early 1900's. A majority of these houses too have been converted into office-type uses, although a few remain in residential use. Interspersed are multi-family developments including a senior-living facility on Baxter, new condominiums on Royal Court and an apartment building on Morehead to the far north of the plan area.

### **Non-Residential**

**Retail:** The Morehead area has a retail node in the form of strip shopping centers is at the intersection of McDowell and Morehead Streets. Otherwise, there is spotty retail development in the area. Most is not very pedestrian-friendly.

**Office:** Most of the Morehead area consists of office uses such as medical office buildings, law offices and the like. While on Morehead Street the offices are housed in typically larger multi-story buildings, the offices on Greenwood Cliff and Harding Place are housed in modest old houses that have been retrofitted for office use. The streets are narrow residential type streets with sidewalks at the back of curbs. The office developments on Morehead Street typically have buildings that are set back significantly from the street to preserve the tree canopy, with parking lots or decks in the rear. Generous planting areas and sidewalks make most of these offices accessible and pedestrian friendly. The Carolinas Medical Center campus occupies

a large densely developed parcel along Morehead Street in the vicinity of Kings Drive and Harding Place.

**Civic:** There are a few churches in the area with the Covenant Presbyterian Church being the biggest, occupying most of a block at East Morehead Street and Dilworth Road.

## **Public Facilities**

### Public Services

There are no fire stations, police stations, libraries, or post offices located within the plan area. The Midtown Morehead Cherry plan area is served by the following:

#### **Charlotte Fire Department**

- Fire Station 1, in Uptown Charlotte at 221 North Myers Street, opened in 1991, houses Engine 1 and Ladder 1.
- Fire Station 6 is located at 249 South Laurel Avenue. Housing Engine Company 6, it opened in 1929 and is listed in the National Register of Historical Places.
- Fire Station 2, originally opened in 1907, new building opened 1982, is located at 1817 South Boulevard and houses Engine 2 and Ladder 2.

#### **Charlotte-Mecklenburg Police Department**

The plan area is protected by two separate patrol divisions of the Charlotte-Mecklenburg Police Department.

- The portion generally between Kings Drive and East Morehead Street is covered by the Central Division, with offices at East Seventh Street and North College Street.
- The Cherry neighborhood, as well as portions west of East Morehead and east of Kings Drive, are within the Providence Division, headquartered off North Wendover Road near Monroe Road.

#### **Libraries**

The area is in proximity of the Charlotte-Mecklenburg Library's main branch Uptown at 310 North Tryon Street, ImaginOn (children's library) at 300 East Seventh Street, and the Myers Park branch at 1361 Queens Road.

#### **Post Offices**

The area is in proximity to the Downtown Charlotte Post Office at 201 North McDowell Street, plus offices at 921 North Wendover Road, 1223 The Plaza, and 4117 Park Road.

### Schools

**Community Charter School** operates in the historic Morgan School building, at 510 South Torrence Street. It has grades K-5.

**Central Piedmont Community College** (CPCC) Central Campus is located at 1201 Elizabeth Avenue just east of the plan area. It is the oldest and largest campus in the CPCC system. CPCC's enrollment at the central campus is approximately 13,000, all non-resident. The school is in the process of



Central Piedmont Community College is headquartered in Elizabeth adjacent to the plan area.



Carolinas Medical Center is a massive presence, extending into the plan area, here in the foreground.



Presbyterian Hospital is in Elizabeth. Some related medical facilities extend into the plan area.

adding new buildings to its expanding campus. It owns or controls a few parcels in the plan area in the vicinity of Third and Fourth Streets.

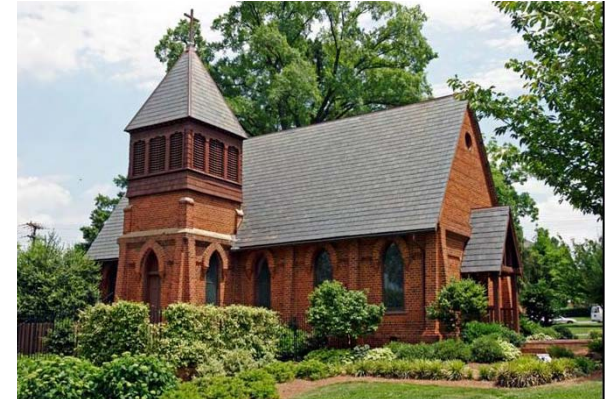
### Health Care Institutions

**Carolinas Medical Center:** The flagship facility of Carolinas HealthCare System is located at 1000 Blythe Boulevard, just west of the plan area. It is one of North Carolina's largest hospitals, designated as an Academic Medical Center Teaching Hospital and a Level I Trauma Center. It operates a number of specialized centers and institutes to treat patients with specific diagnoses. Its Morehead Medical Plaza facility is in the Morehead area.

**Presbyterian Hospital** is at 200 Hawthorne Lane in Elizabeth just east of the plan area. It is a private, non-profit regional medical center, one of the region's major health care institutions. It is the flagship hospital of Presbyterian Healthcare. Some ancillary facilities and related medical offices extend into the Midtown area in the vicinity of Third and Fourth Streets.

### Parks and Greenways

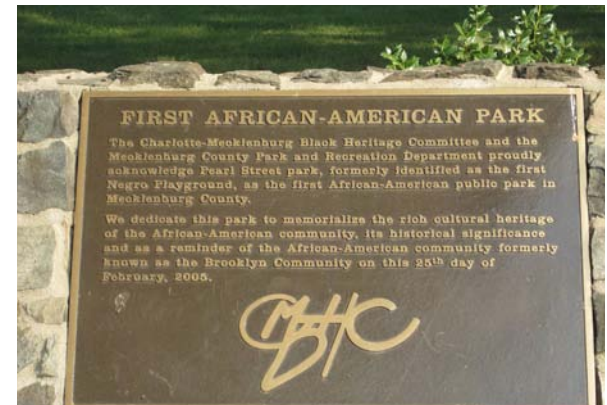
**The Little Sugar Creek Greenway** is a major civic amenity running through the center of the plan area. It replaced a number of former commercial properties that had been built on or over the creek and its floodplain. At a length of 1.2 miles, the greenway features a linear park and stream restoration. It provides space for events, passive recreation and educational opportunities, public art, fountains and water features. When com-



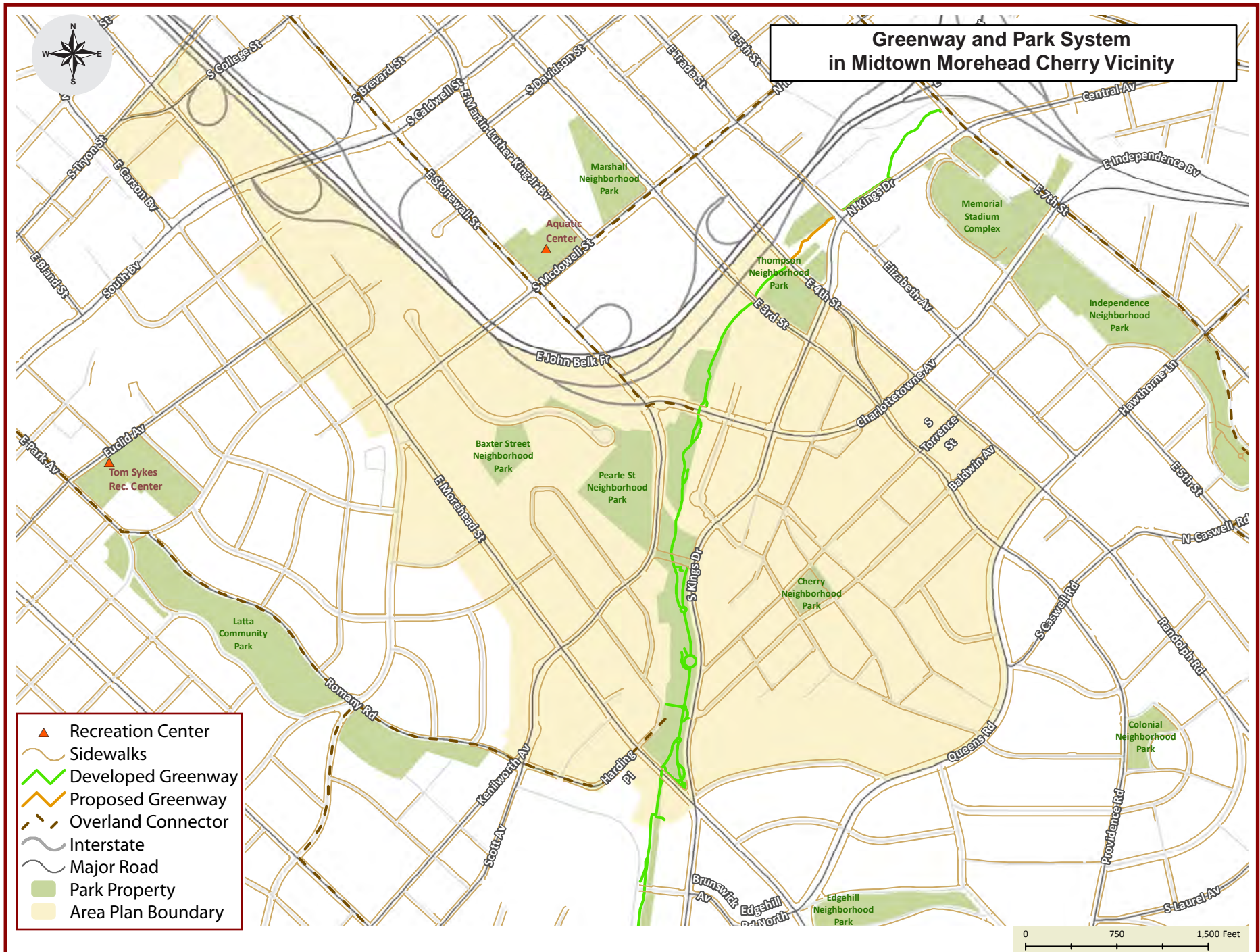
The historic Memorial Chapel of Saint Mary The Virgin, in Thompson Park, is a popular wedding venue.



Cherry Neighborhood Park is in the center of Cherry, and includes recreational facilities for all ages.



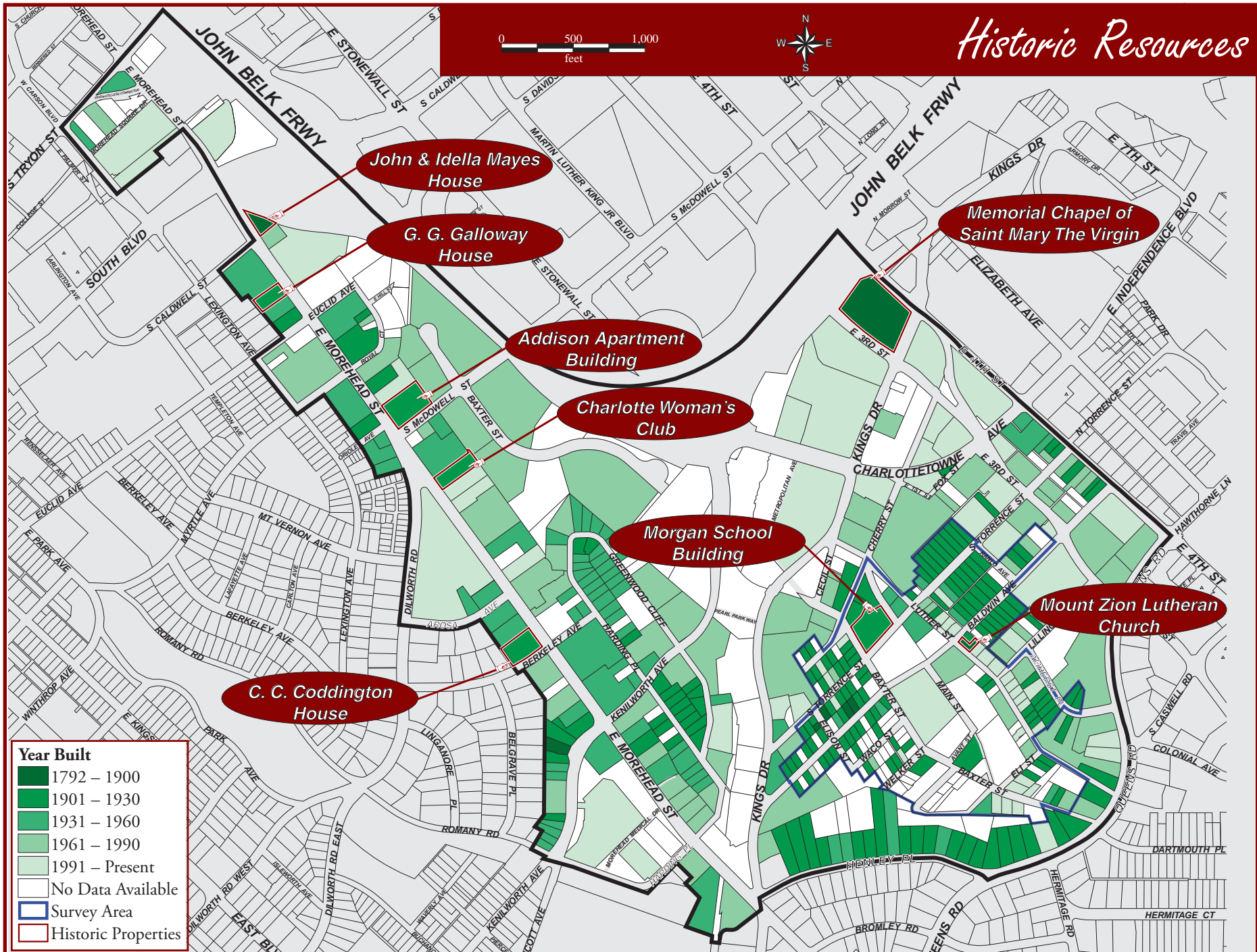
Pearle Street Neighborhood Park, west of Kings Drive, has deep roots in the African American community.



Source: Mecklenburg County Park and Recreation Department, 2011

Map A5

# Historic Resources



Year Built	
<span style="display:inline-block; width:15px; height:15px; background-color:#006400;"></span>	1792 – 1900
<span style="display:inline-block; width:15px; height:15px; background-color:#008000;"></span>	1901 – 1930
<span style="display:inline-block; width:15px; height:15px; background-color:#00A080;"></span>	1931 – 1960
<span style="display:inline-block; width:15px; height:15px; background-color:#00C0A0;"></span>	1961 – 1990
<span style="display:inline-block; width:15px; height:15px; background-color:#00E0C0;"></span>	1991 – Present
<span style="display:inline-block; width:15px; height:15px; background-color:#FFFFFF;"></span>	No Data Available
<span style="display:inline-block; width:15px; height:15px; border:1px solid blue;"></span>	Survey Area
<span style="display:inline-block; width:15px; height:15px; border:1px solid red;"></span>	Historic Properties



plete, the greenway will feature 15 miles of trails, habitats and flowing water from Cordelia Park just north of uptown, through the plan area and on to the South Carolina line. Map A5 shows Mecklenburg County Park and Recreation’s interconnected Greenway and Park System in the vicinity of the plan area.

**Thompson Neighborhood Park** is 3.3 acres at Third Street and Kings Drive, now connected to the greenway. It features the Historic St. Mary’s Chapel, a popular wedding venue, as well as a gazebo and Vietnam Veterans’ Memorial.

**Cherry Neighborhood Park** is 2 acres at Baxter Street, Baldwin Avenue, South Torrence Street, and Luther Street in the center of the Cherry neighborhood. Cherry neighborhood founders John Springs Myers and Mary Morgan Rawlinson Myers established the park, originally named Morgan Park for a family member. In 1927 when the City Parks and Recreation Commission was established, it was one of five City parks that it administered, and the first city park in an African American neighborhood. It has a basketball court, multipurpose field, baseball field, and playground. It is surrounded by Morgan School, Pleasant Hill Baptist Church, a 1920’s community store, and single-family homes/duplexes. In 2006, the Board of County Commissioners voted to rename the park Cherry Neighborhood Park in response to the neighborhood’s request to more accurately reflect its location. Today the park continues to be heavily used as a gathering place for events such as family reunions,

community sporting activities, and school recess/physical education. A plaque has been placed in the park to honor its founders for their vision and commitment to the residents of the Cherry Neighborhood.

**Pearle Street Neighborhood Park** is 6 acres on Kenilworth Avenue, opposite the newly constructed Pearl Park Way bridge. It has a basketball court, multi-purpose field, and walking trails. The park was established in 1942. The Mecklenburg Park and Recreation Department and the Charlotte-Mecklenburg Black Heritage Committee dedicated a monument at the park as “the first Negro playground and first African-American park in Mecklenburg County.”

**Baxter Street Neighborhood Park** is 2 acres with walking trails and a community garden on Baxter Street in the Morehead area next to the CHA Charlottetowne Terrace residences.



The landmark Coddington House on East Morehead Street is in use as a Bed and Breakfast.

## Historic Landmarks

There are eight Historic Landmarks designated either nationally or locally. These are shown on Map A6. The landmarks are as follows:

### Designated National and Local Historic Landmarks

	Original Name and Location	Yr. Built	Nat or Loc
1	Morgan School 500 South Torrence Street	1925	Loc
2	Mount Zion Lutheran Church 1605 Luther Street	1896	Loc
3	Memorial Chapel of Saint Mary The Virgin 1116 East Fourth Street	1892	Loc
4	Coddington House 1122 East Morehead Street	1917	Loc
5	Charlotte Woman’s Club 1001 East Morehead Street	1923	Loc
6	Addison Apartment Building 831 East Morehead Street	1929	Loc Nat
7	Galloway House 602 East Morehead Street	1914	Loc
8	John & Idella Mayes House 435 East Morehead Street	1900	Nat

Source: Charlotte-Mecklenburg Planning Department mapping, September 2011

Also shown on Map A6 is a graphic indication of the age of structures within the plan area, as recorded on tax records.

## Housing Authority Properties

**Tall Oaks** is located in Cherry at Cherry Street and Luther Avenue and on scattered surrounding parcels in the neighborhood. It houses family and elderly residents in town-home style units built in the 1980's. There are 80 dwellings on 7.4 acres.

**Charlottetowne Terrace** is a 12-story high rise built in 1977 currently under renovation. It has 182 units for elderly and disabled residents on 5.5 acres.



*Tall Oaks is a housing authority property of townhome style units within Cherry.*



*Charlottetowne Terrace is a housing authority residence for the elderly and disabled on Baxter Street.*

## **Real Estate Market Analysis**

Noell Consulting Group (NCG) conducted a market analysis of the Midtown Morehead Cherry Area. The market analysis was used in the plan process as one of many sources of information and ideas. In particular, it was used as a reality test to confirm the types and locations of land uses included in the plan. The opinions and data following in this section are extracted from the consultant's market analysis:

The plan area is very well positioned for growth and development in the coming years and enjoys many of the attributes sought after by a variety of market audiences. It enjoys a large employment base from which to draw support for a number of land uses. In 2008 there were nearly 50,000 jobs in and adjacent to the plan area, not including the Center City. The greatest growth occurred in health care.

White collar employment showed positive growth. These jobs tend to be higher-paying and create demand for homes, condos, townhouses and apartments as well as office space and retail uses. More moderate-paying employment, including retail, construction, and industrial-related employment, declined significantly during the decade, and are unlikely to come back given changing dynamics of the area. Regardless, the variety of job types and wages creates opportunities and potential for housing at all price points, an ability for many to walk or bike to work, and the support needed for new and expanding office and retail uses.

## Retail

Over the past decade the Intown Charlotte retail market has experienced solid growth, fueled by the return of higher-end housing to the inner city and the realization among major retailers that intown areas hold retail spending power untapped over the last several decades. Evidence of this can be seen in the Metropolitan's national tenant mix, the adjacent Target, and the Lowe's in South End. Increasingly national retailers are adjusting their suburban models to fit more urban environments. This retail resurgence will resume as the recession eases in the coming years.

While the plan area enjoys an advantageous location, it has a lack of available strong retail sites, tempering what can be captured within the plan area itself. The few major thoroughfares traversing the plan area have shallow lot depths or intersections where property is "out of play," such as in hospital ownership. Other sites exist just outside of the plan area, including the Elizabeth Avenue property held by Grubb Properties and opportunities in Center City for retail in vertically-integrated buildings.

Demand potential in the plan area is therefore somewhat tempered in the coming two decades, with estimated net demand growing to around 232,000 square feet by 2030. Residents within roughly two miles of the plan area represent the greatest source of future demand potential for this retail, followed by employees working in the plan area or in Center City.

## Retail Opportunities

The major retail opportunities in the plan area over the next 20+ years are:

1. Smaller, hospital-oriented retail uses around the Kings Drive/ Morehead Street intersection;
2. Resident-serving infill retail around the Metropolitan, which could include a mix of restaurants and entertainment venues.

In addition, some reformatting of existing retail is likely in the coming years as free-standing retail centers are redeveloped into mixed-use projects with retail on the ground floor. Areas along Kings Drive in particular could convert over time.

## Office

The Midtown Morehead Cherry area is quite well-positioned to compete for a growth market of companies seeking the proximity to Center City Charlotte at a discounted price or seeking space in a convenient, neighborhood-oriented creative environment. Included in this Near Uptown market are areas such as South End, Elizabeth, Midtown, and other newly-emerging office areas. Indeed, a number of build-to-suits have been developed along East Morehead, and the Metropolitan has been delivered with the largest offering in the area to date. These office tenants tend to be smaller, white collar service firms occupying less than 5,000 (generally under 20 employees). The area also benefits from adjacency to two major hospitals and thus has also experienced strong demand for medical office space.

The recent recession, combined with poorly-timed delivery of Center City office buildings, has created a highly competitive office market. Center City has more than two million square feet of vacant space. Center City price concessions will result in a limitation on office demand in the plan area. As such, demand for office space in the plan area will be limited largely to medical-related users seeking hospital proximity. Longer-term, opportunities for office development in the plan area are significant, particularly for those smaller firms seeking a greater lifestyle play or price discount to Center City. Over the next twenty years, demand from those two firm types is expected to exceed 2.5 million square feet in an area from South End to Elizabeth, with one million square feet in the plan area itself.

## Office Opportunities

The major office development opportunities in the plan area over the next two decades are:

1. Midrise office buildings on underutilized sites closest to I-277 interchanges, where access and visibility are greatest.
2. Smaller office spaces along Kings Drive, Morehead Street, and other thoroughfares in the plan area, in mixed-use projects (upstairs from retail) or in smaller office properties providing the greatest lifestyle propositions.
3. Medical office space on underutilized properties closest to Carolinas Medical Center and Presbyterian Hospital.

## Rental Housing

Rental residential has made a dramatic recovery over the past 12 - 18 months, bolstered by the melt-down of the nation's for-sale housing market. Indeed, 2010 saw the absorption of approximately 7,000 rental apartments, the highest annual total in Charlotte's history. That trend is a reversal of the previous decade which saw a reduced demand for rental apartments as for-sale housing boomed.

Like the Charlotte market overall, the Intown Charlotte apartment market has done quite well, and is overcoming a glut of rental apartment deliveries in the last two years. Indeed, more than half of the 2,500+ new units delivered have been absorbed in fairly short order. The remaining 1,000 units will likely be absorbed in 2011 given a lack of construction; a situation which will allow for stronger rent growth in the coming years.

Rents in newer intown apartment product are solid and improving; largely hitting the levels needed to support more expensive structured parking and more urban product, including projects with ground floor retail.

The Midtown Morehead Cherry Area is very well positioned to attract significant rental apartment development in the coming years. While lacking rail transit access, it should be able to compete with other intown core areas. The study area specifically enjoys:

- Very close proximity to Center City and other intown job cores;

- Walkable distances to the two major hospitals and related medical offices;
- Access to the Sugar Creek Greenway, a major park and exercise trail system;
- Access to restaurants, bars and retail in the area; and
- Views of the Center City skyline from a number of locations - stronger than many other intown areas.

Given these strong attributes, demand for new rental apartments in the plan area will be significant, with net demand eclipsing 2,000 units over the next twenty years, some of which may be delivered above retail or in mixed-use environments.

### **Rental Residential Opportunities**

Three major opportunities emerge for rental residential in the plan area:

1. A new urban neighborhood running along the greenway, particularly along Greenwood Cliff and Harding Place;
2. Housing related to the hospitals including employee housing and potentially seniors-oriented housing;
3. Housing targeting CPCC students (and possibly, over time, medical students) that is walkable to campus and/or to the hospitals.

### For Sale Housing

The for-sale residential market has struggled in the last three years, a result of the housing bubble. Charlotte home prices have returned to 2004 levels, severely impacting home equity for many.

Intown Charlotte, like other urban areas, has generally fared better than the suburbs given its convenience to major employers. The suburbs appeal to the “drive for value” market, which has little margin for error and has been impacted by rising gas prices. The plan area and surrounding neighborhoods appear to be faring better, with foreclosure rates dropping by 50% over the past year and home prices showing increases over the past 12 months.

Opportunities for infilling single-family detached homes are very limited in Intown Charlotte. But the area is highly attractive for the development of for sale condominiums and townhouses. Indeed, Intown Charlotte, and specifically the areas in Center City, South End, Dilworth, Myers Park, Midtown and Elizabeth, account for more than half of all new for-sale product sales in the entire county for units priced above \$300,000. Buyers of these products are largely younger singles and couples under 40, including a growing audience of Empty Nesters moving down for convenience and lifestyle.

Demand for new for-sale housing is expected to be moderate over the next five years and improve from there, with net demand potential totaling around 1,000 new for-sale attached units and 30 net new single family homes (beyond replacements) over the next two decades.

### **For Sale Residential Opportunities**

Like rental opportunities, the greatest opportunities for new for-sale product will be those locations that can offer the strongest lifestyle play. Specific opportunities include:

1. Townhouses and midrises proximate to the greenway and in areas with strong skyline views, such as Greenwood Cliff and Harding Place;
2. Infill opportunities for single-family homes and townhouses within the Cherry neighborhood - conducted in a manner that is sensitive to the existing scale of the neighborhood;
3. Low-rise and midrise development above retail or office along Kings Drive.

### Overall Conclusion

The key challenge in the Midtown Morehead Cherry plan area will be leveraging the strong attributes of the area and creating a more dynamic and cohesive atmosphere that appeals to future market audiences yet respects the existing attributes and neighborhoods. Assuming such an environment can be created, the market can support the development and redevelopment of more than 80 acres over the next two decades, the majority of which will be for residential uses.

# Transportation

## Street Network

The Midtown Morehead Cherry Area benefits from strong land use accessibility and a relatively high degree of connectivity. Area residents benefit from being in close proximity to a mixture of land uses that enable them to live, work, play, socialize, and shop within a short distance of home. In addition, the relatively well-connected street network shortens travel distances for all transportation users and improves overall transportation system capacity by providing area residents and visitors with more route choices.

Route choices are measured by the number of lane-miles of streets, number of intersections (nodes), number of blocks (links), and the connectivity index. A lane-mile is one mile of a single roadway lane. The more lane-miles of streets there are, the greater the overall traffic carrying capacity. The connectivity index quantifies how well a roadway

network connects destinations and is calculated by dividing the number of roadway links by the number of roadway nodes. A connectivity index of 1.45 or more is desirable for transit station areas and in-town neighborhoods, such as Midtown Morehead Cherry.

Key measures of the Midtown Morehead Cherry plan area include:

- Miles of streets: 17
- Lane-mile of streets: 46
- Connectivity Index: 1.46

Due to the established “in-town” character of the area, residents already benefit from having a relatively, well-connected street network, pedestrian facilities, and a balanced mixture of land uses, all of which support a more urban lifestyle. As shown in the table below, the area currently receives high marks relating to land use accessibility relative to the city average, with the major exception being accessibility to schools.

### Land Use Compatibility

	Plan Area		City
	Pop	%	%
Population	1,759	100%	100%
Within 1/4 mi of:			
Shopping	1,759	100%	67%
Schools	633	36%	26%
Parks	1,407	80%	28%
Local transit route	1,759	100%	64%

Source: Charlotte Department of Transportation, 2011, based on 2010 U.S. Census Block data.

### The Thoroughfare Plan

*The Mecklenburg-Union Thoroughfare Plan* is the adopted major roadway plan for Mecklenburg and Union counties and is used to assure that the most appropriate street system is developed to meet existing and future travel needs. Streets are classified and designed according to their intended functions so that land use and traffic conflicts are minimized. The street classifications applicable to the Midtown Morehead Cherry Area are as follows:



Trees and sidewalks back from the curb on East Morehead are ideal, but there is no room for bike lanes.



The multi-use trail along Little Sugar Creek Greenway provides a bicycle route away from traffic.



Kings Drive, along the edge of the greenway, is a major commuter travel route.

**Thoroughfares:** East Third Street, East Fourth Street, Kenilworth Avenue, Kings Drive, South McDowell Street, East Morehead Street, Queens Road and South Tryon Street are major thoroughfares serving the Midtown Morehead Cherry area. As major thoroughfares, these streets are designed to accommodate large volumes of traffic at moderate speeds and provide access to major commercial, employment and residential land uses. Charlottetowne Avenue is a minor thoroughfare that collects traffic from the local collector streets and carries it to the major thoroughfares. Minor thoroughfares are designed to carry moderate traffic volumes at moderate speeds and provide access to residential, commercial, and institutional land uses.

**Collectors and Locals:** Euclid Avenue and Harding Place are major collectors. Baldwin Avenue, Baxter Street, and Dilworth Road are minor collectors. Collectors are designed to carry traffic between the thoroughfares and local streets at moderate volumes and

speeds and providing access to adjacent land uses. The remaining roadways are local streets that carry low traffic volumes, have slow operating speeds, and provide access to individual properties.

Average daily traffic volumes for area streets are shown on Map A7.

### Level of Service

**Level of Service (LOS)** measures the quality of service provided by a transportation facility to its users. The City of Charlotte evaluates LOS for pedestrians, bicyclists and motorists and uses the results to help balance their competing needs when planning and designing streets. LOS ranges from A through F (A being best), with desirable levels of service based on the street typologies of the Urban Street Design Guidelines.

Pedestrian and bicycle LOS is rated according to the level of comfort and safety offered by the design features at signalized intersections, while motorist LOS is based on motor-

ist delays. Motorist LOS is also measured by the Volume to Capacity ratio (V/C), which describes an intersection's ability to process traffic within peak time periods. Values greater than .95 suggest an intersection is near its capacity during this time period and that motorists may experience substantial congestion.

Level of Service ratings for area streets are shown on Map A8.

### **Pedestrian System**

Of the 17 miles of streets within the Area, 80% have sidewalks on both sides of the street, 18% have sidewalk on one side and 2% have no sidewalk at all. The existing pedestrian system is shown on Map A9. All of the 13 signalized intersections in the Area have an LOS C or higher for pedestrians.



Low-volume local streets serve automobiles and bicycles, as with this bicycle tour group in Cherry.

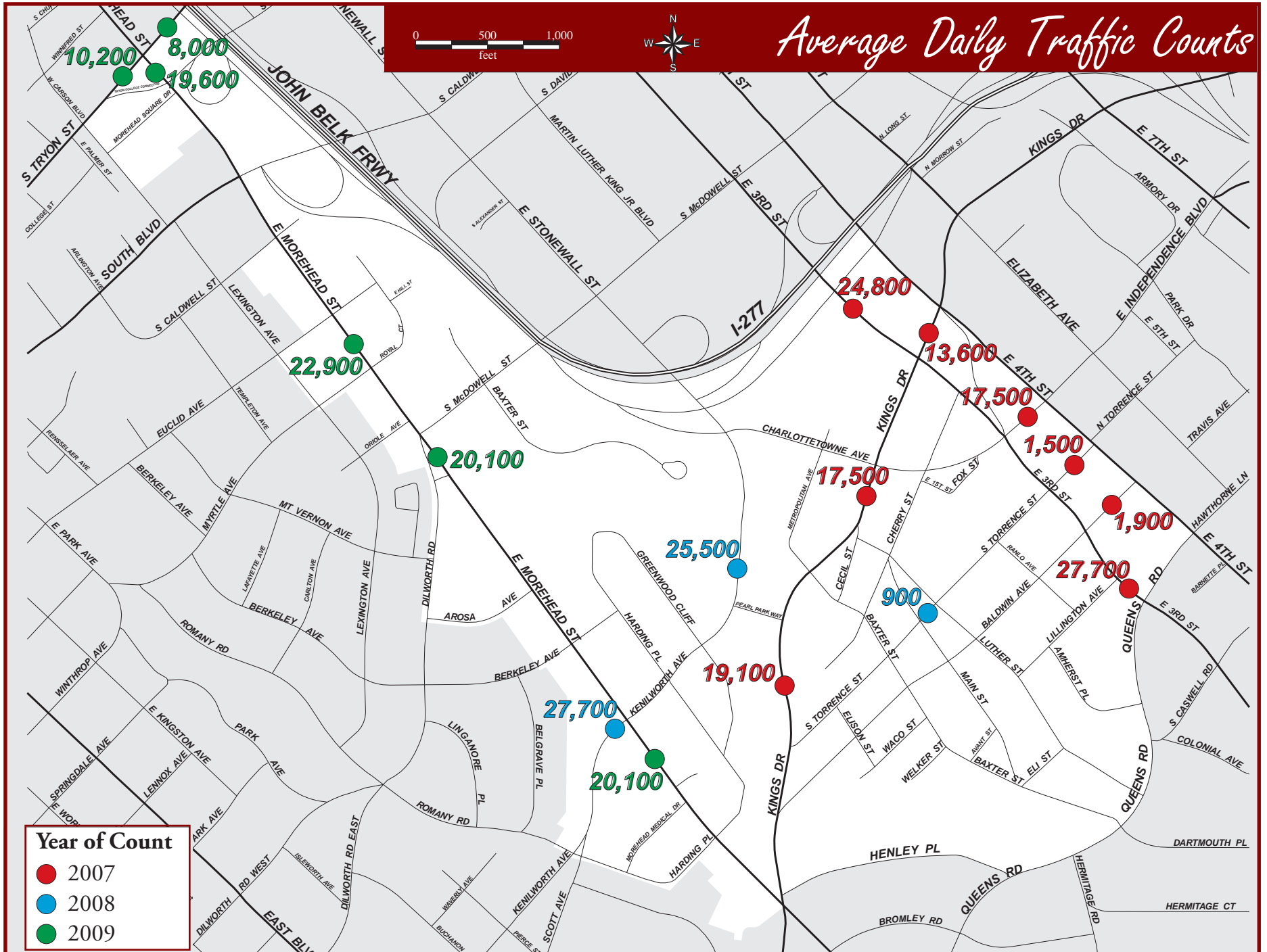


A sidewalk at East Morehead and McDowell Streets poses a particular problem for handicapped persons.



Runners use the greenway multi-use trail.

# Average Daily Traffic Counts

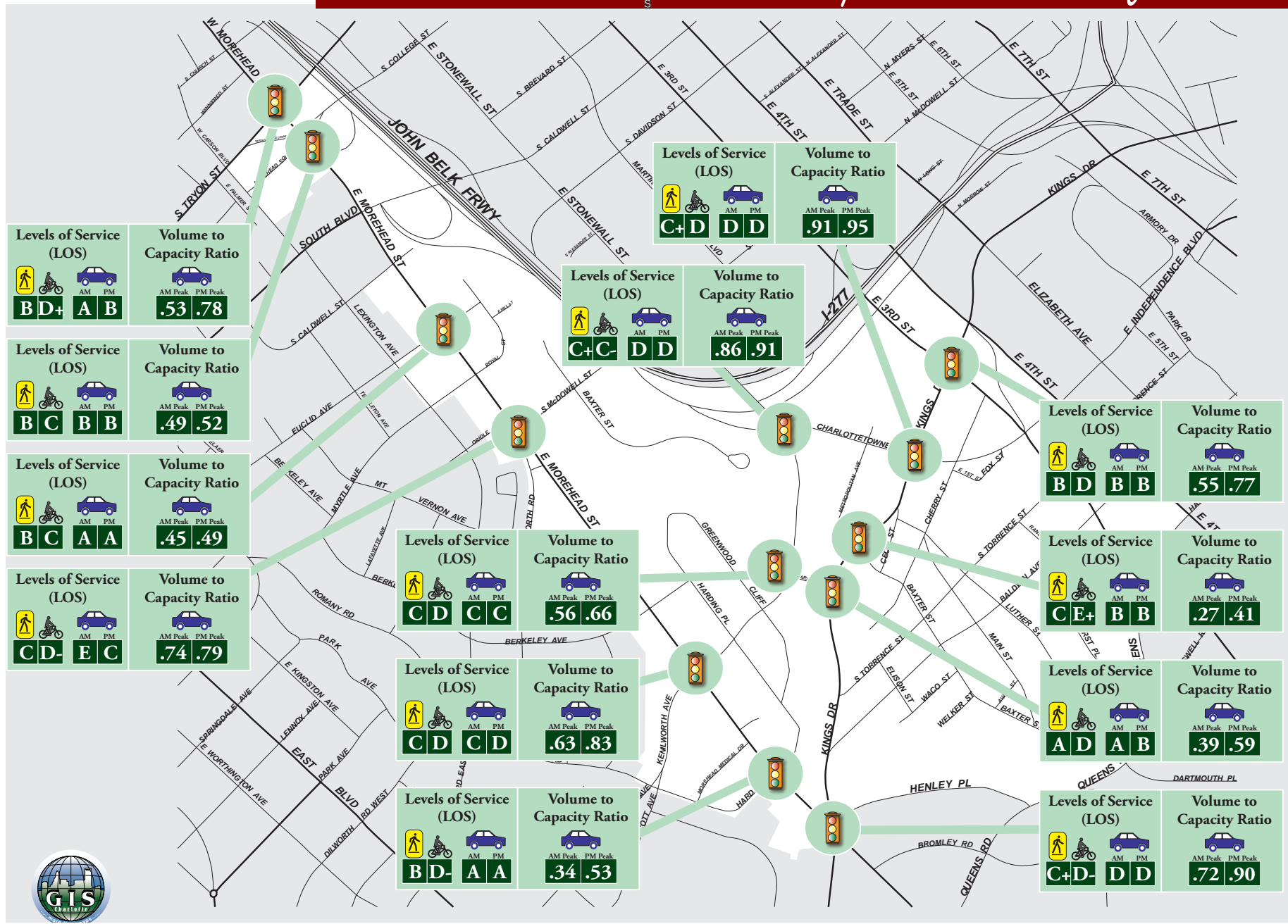


Source: CDOT and Planning Dept. field data as of 2010

Map A7

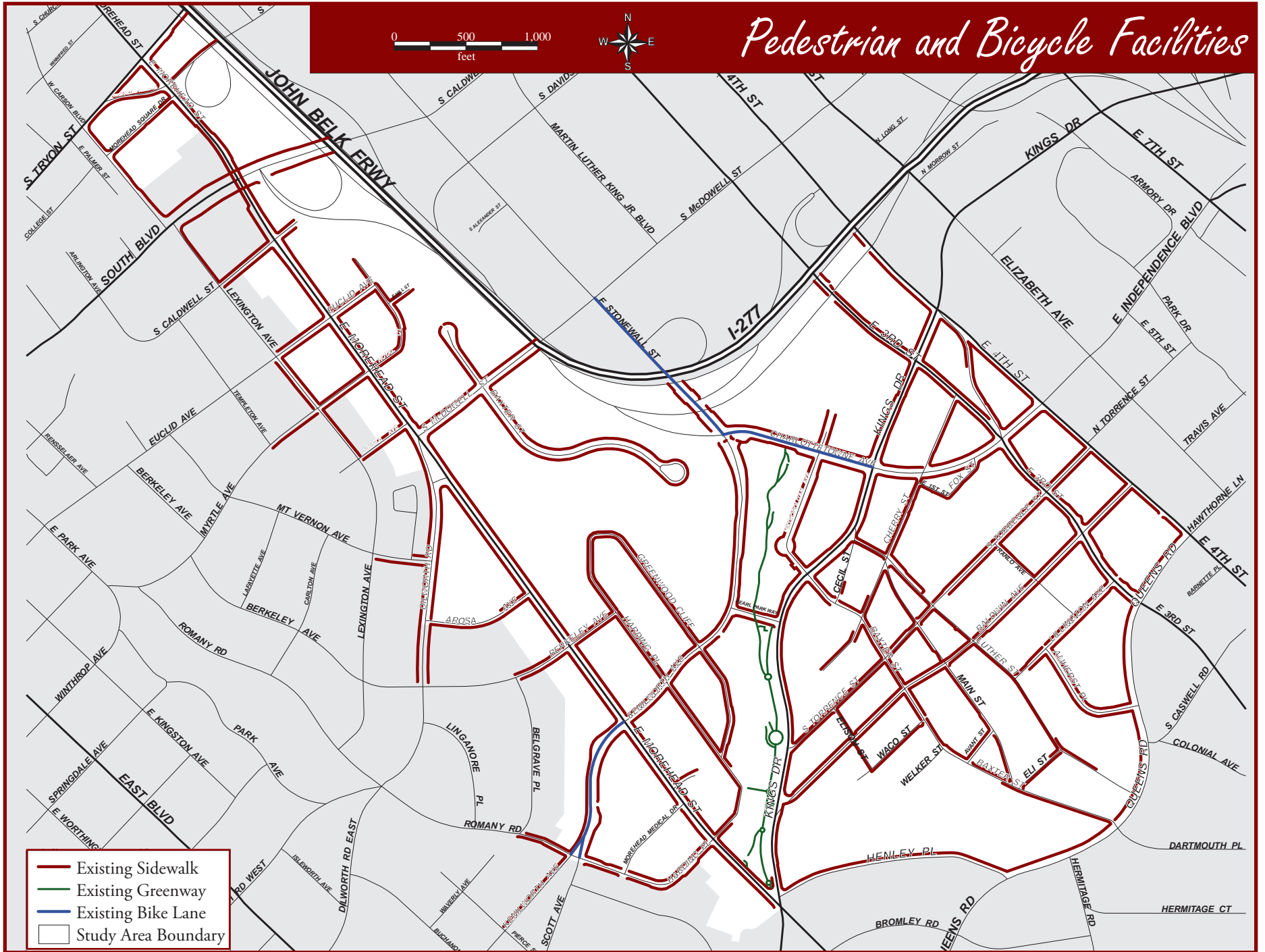
Midtown Morehead Cherry area plan

# Transportation Levels of Service





# Pedestrian and Bicycle Facilities



Source: CDOT field data as of 2010

Map A9

Midtown Morehead Cherry area plan

# Local Bus Routes



- Local Bus Routes**
- Route 6
  - Route 10
  - Route 18
  - Route 19
  - Route 20
  - Route 25

## Bicycle System

Supporting the Metropolitan development, bicycle lanes were added to Stonewall, Kenilworth, and Charlottetowne Avenues. Additionally, as part of a City bond project, bicycle lanes are being extended along Kenilworth Avenue. City bicycle routes are currently signed on South McDowell Street and Dilworth Road. Elsewhere, bicyclists must share travel lanes with motor vehicles using the area's street system. Of the 13 signalized intersections within the Area, only three have an LOS C for cyclists, and the others are worse.

## Motor Vehicle Network

The area is currently experiencing moderate levels of congestion as indicated by the number of signalized intersections in the plan area with an undesirable LOS (E or F, as shown on map A8). Congestion levels are expected to remain the same or slightly increase as the area and its greater surroundings grow in travel demand.



The greenway serves as a venue for formal bicycling events as well as more casual use.

## Transit Services

### Bus Service

The Charlotte Area Transit System (CATS) currently provides the following fixed-route bus service in the Midtown Morehead Cherry area. All routes have at least one active bus stop within the plan area. See Map A10, Local Bus Routes.

- **Route 6:** Kings Drive operates between Uptown and Carolinas Medical Center's Main Campus, including service within Cherry along Baldwin Avenue and Baxter Street.
- **Route 10:** South Boulevard operates between Uptown and the I-485 LYNX station, including service at the edge of the plan area on Carson Boulevard.
- **Route 18:** Selwyn Avenue operates between Uptown and South Park, including service within Dilworth along East Morehead Street and Kenilworth Avenue.



Bicycle lanes under construction on Kenilworth Avenue need to be extended into a few remaining blocks.

- **Route 19:** Park Road operates between Uptown and South Park, including service within Dilworth on Euclid Avenue.
- **Route 20:** Sharon Road operates between Uptown and South Park, including service along the edge of Cherry on East Third Street and Queens Road.
- **Route 25:** Clanton Road / Midtown operates between West Charlotte and Presbyterian Hospital, including service within Midtown along Kenilworth and Charlottetowne Avenues.

Average monthly ridership in 2010 was:

• Route 6 Kings Dr.	24,886
• Route 10 South Blvd.	49,117
• Route 18 Selwyn Ave.	9,487
• Route 19 Park Rd.	34,525
• Route 20 Sharon Rd.	14,430
• Route 25 Clanton-Midtown	5,812



The Kings Drive/East Morehead intersection needs additional enhancements for safety and operation.

## Rail Service, Existing and Planned

The Lynx Blue Line is the light rail line on the South Transit Corridor just northwest of and parallel to South Boulevard at the northwest edge of the plan area. The line runs from the Center City to I-485. Carson Station is within the plan area.

The Southeast Transit line, proposed as part of the 2030 Transit Corridor System Plan, is to the northeast of the plan area in Elizabeth. Proposed for either bus rapid transit or light rail, this line is still in the planning phase.

A streetcar line, along Elizabeth Avenue just northeast of the plan area, is planned to connect to Uptown and ultimately to the Eastland Mall area. Tracks for the line were laid in Elizabeth Avenue as part of an earlier streetscape project.

## Public Utilities

### Water/Sewer

The public water and sewer system provided in the plan area is consistent with the recent increase in densities and new developments in the area. Charlotte-Mecklenburg Utilities (CMU) does not anticipate water and sewer capacity issues for the area in the immediate future. As changes occur along with new developments and density increases, CMU will evaluate their system models to monitor any additional infrastructure capacity needs for the area.

### Stormwater

Hydrology features within the plan area include existing streams, creeks and floodplains (Map A11). Major tributaries include Little Sugar Creek and some minor streams feeding into it. Several water features have

been confined to culverts for extended lengths as development occurred in the past along East Morehead Street, Kings Drive and Kenilworth Avenue. The Little Sugar Creek Greenway project redevelopment helped expose the underlying creek that had been covered up and helped to transform it into a recreation attraction for the area, as well as the whole City.

New developments in the plan area would have to abide by the Post Construction Controls Ordinance, which regulates the amount and quality of stormwater runoff generated from a particular development. This regulation could potentially create some obstacles for higher density developments on smaller sized parcels, as space becomes an issue in regards to where detention ponds and BMP's are placed on a site. There are however provisions in the ordinance for mitigation options in the case of urban redevelopment projects.



The East Morehead/McDowell intersection is a confusing and difficult location for pedestrians.

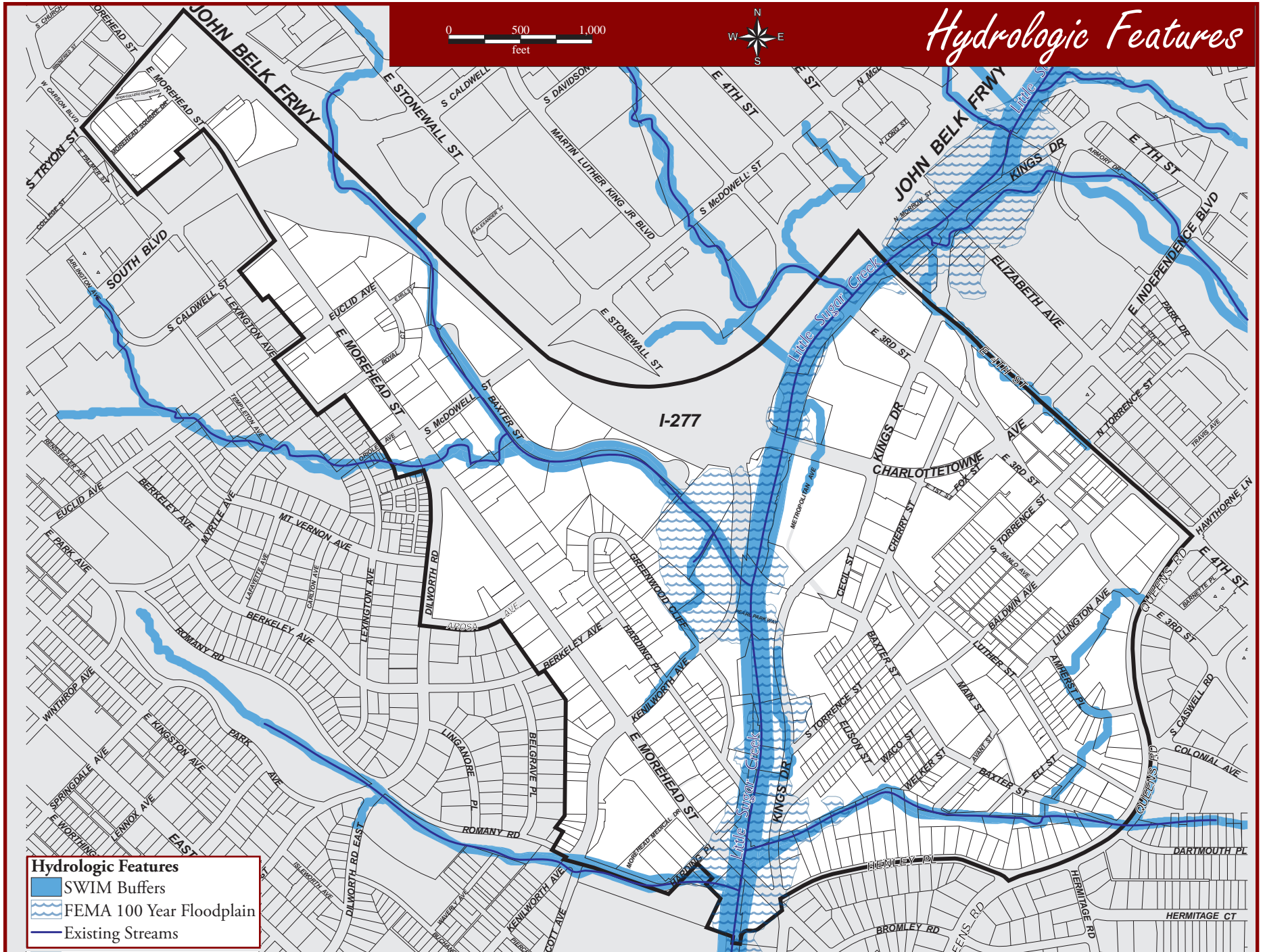


Custom bus shelters with glass art panels depict elements of the history of Midtown and Cherry.



The Lynx Light Rail line serves the northwest corner of the plan area.

# Hydrologic Features



Source: Charlotte-Mecklenburg Planning Department mapping, September 2011

Map A11

Midtown Morehead Cherry area plan



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