



West End

Land Use & Pedscape Plan



Charlotte-Mecklenburg Planning Commission
Adopted by Charlotte City Council November 14, 2005



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Executive Summary

Purpose of the Plan

The *West End Land Use & Pedscape Plan* defines the vision and land use policy for West End and shows how this vision will be achieved: first, by providing standards for new development; and second, by making recommendations for public sector improvements designed to make the area more pedestrian friendly. This plan also supersedes the governing Central District Plan as the land use policy plan for the West End study area.

The *West End Land Use & Pedscape Plan* will:

- Serve as the governing land use policy document for the area;
- Identify the ultimate curb line for plan area streets, as well as building setbacks and streetscape requirements for new development
- Recommend possible public investments to enhance the pedestrian environment.

Plan Development and Process...A Shared Vision

The West End Pedscape Plan is the result of a collaboration between residents, business owners, property owners, community organizations and City of Charlotte staff to produce a policy document that reflects a shared vision of West End. Key elements of this plan are consistent with many concepts from preceding planning efforts, such as the Urban Land Institute's (ULI) Technical Advisory Program report, the *Historic West End Urban Vision Plan* and the City Council-adopted *Central District Plan*.

A series of public meetings were held to inform and involve the public during the *West End Land Use & Pedscape Plan* process. Separate meetings were held for other interest groups, including the Northwest Corridor CDC and the Northwest Corridor Business Association.

Description of the Corridor

Plan Boundaries: The plan boundary was drawn to include all non-residential parcels along West Trade Street and Beatties Ford Road between I-77 and I-85. See Map 1. A number of residential properties critical to the character of West End also have been included.

To make a distinction between contextual changes along the corridor, defined sub-areas will be referred to in terms of "Districts" as recommended in the *Historic West End Urban Vision Plan* and the *West Trade/Beatties Ford Road Market Analysis*. These Districts are used in this plan, and are as follows:

- District 1 (Urban/Cultural/Arts District): I-77 to Five Points/Rozzelles Ferry Road
- District 2 (University District): Five Points/Rozzelles Ferry Road to the Brookshire Freeway
- District 3 (Historic District): Brookshire Freeway to Russell Street
- District 4 (Residential District): Russell Street to LaSalle Street
- District 5 (Commercial/Civic District): LaSalle Street to I-85

Existing Conditions

West End has a unique combination of historic landmarks, commercial nodes, schools and universities, parks, and residential areas. These include a locally registered historic community, and an original ‘ring village’ community (Biddleville). The West End also has convenient access to Uptown and major highways, and heavily used transit routes. Despite all of these positive attributes, there is a pressing need to develop vacant property and reuse buildings, build sustainable market rate infill housing within the neighborhoods, and attract higher quality and higher density retail and mixed-use development. All of this should be done while preserving West End’s its sense of community pride and distinguished history.

Existing Zoning:

The West End plan area consists of 112 acres zoned commercial, 126 acres zoned for multi-family, 43 acres zoned for industrial, 27 acres zoned for single-family, and 3 acres zoned for mixed-use development. See Map 2.

Existing Land Use:

The land use pattern in West End is primarily commercial and institutional in Districts 1, 2 and 5 with more residential and office uses in Districts 3 and 4. See Map 3.

Built Environment:

The physical character of West End has changed significantly over the years. The original pedestrian-friendly and urban form as been sacrificed for more recent suburban-type automobile-oriented development.

Several road improvement projects have been completed to alleviate traffic congestion. The most recent project, the Beatties Ford Road Four Lane Widening Project (2001), included new sidewalks, landscaping and planting strips.



The existing land development pattern and streetscape in the Commercial District is designed to serve the automobile.

The pedestrian environment throughout most of the plan area includes existing sidewalks, some planting strips and street trees, and other basic design elements. However, in the Commercial District, the pedestrian environment is secondary to vehicular mobility as evidenced by poor separation between vehicles (parked and in travel lanes), the high frequency of commercial driveways and the lack of mid-block crossing opportunities for pedestrians.

Vision for the District

The West End study area has the potential to be transformed into a vibrant and successful area with a mixture of land uses. The plan sets forth a vision for each of the five districts to move forward within its unique neighborhood focus. Key concepts identified by the plan are:

- Land use and zoning need to drive the vision forward;
- Protect the historic character of West End;
- Make better use of property in West End;
- Make District 1, the Urban/Cultural/Arts District, a destination place.

See Map 5 for Key Concepts as proposed for each district.

Recommended Land Uses & Rezoning

This plan calls for a sequence of highly walkable districts of varying concentrations, linked together by consistent streets with sidewalks. The recommended land uses correspond to the identified focus for each area, with the desired mix of uses for each district. Map 6 shows specific land use recommendations.

Many aspects of the Land Use action recommendations either are consistent with existing underlying zoning. However, there are a number of inconsistencies between the proposed land uses and existing zoning. In particular, portions of the district are zoned Industrial, which is generally incompatible with the mix of residential, commercial, and institutional uses prevailing in the area. There also are a few places where business zoning has intruded into residential areas on the edge of the study area. These are proposed for rezoning to the more appropriate classifications. The proposed rezonings are indicated in Volume 2. The Volume 2 Implementation Plan will not be adopted by City Council, but identifies items for future action by Council and others.

In the District 4 Residential Area and certain other single-family residential areas, the plan recommends continuation of single-family residential land use. It is not proposed for inclusion within the Pedestrian Overlay District.

Recommended Street Cross Sections and Streetscape Standards

The standards in this section supplement the requirements of Charlotte's urban zoning districts, including PED, UMUD, MUDD, NS, and UR zones. This section recommends future cross-sections for streets, and identifies building setbacks and streetscape standards based on the ultimate curbline location. Standards for setbacks, sidewalks, and planting strips will be met by developers who undertake new development or major renovations in the PED area as outlined in the Zoning Ordinance.

The streets within the plan area are categorized into "Types," shown on Map 7. A street cross section for each Type shows the ultimate curbline and required building setback required within that Street Type area.

Tree planting requirements in this plan will supplement the "Perimeter Planting Requirements" in Section 21-13(C) of the *Charlotte Tree Ordinance*. However, all other requirements of the tree ordinance will apply to new development in the plan area.

Recommended Streetscape and Pedestrian Improvements

The following recommendations for specific locations were identified in the West End planning process:

District 1

West Trade Street at Wesley Heights Way: Consider a traffic signal and realignment of the intersection.

West Trade Street between Wesley Heights Way and Bruns Avenue: realign offset intersection.

West Trade Street Connection to Auten Street: Consider new street connection to improve connectivity.

I-77 Overpass at West Trade Street: Create a gateway element to and from West End. Other improvements include landscaping existing concrete islands, upgrading pedestrian lighting and improving pedestrian crossings.

West 5th Street at I-77 South Ramp: Redesign intersection for better pedestrian mobility by:

- Removing turn lanes onto the ramps where feasible
- Reducing the curb radii
- Adding pedestrian scale lighting
- Constructing ADA curb ramps
- Landscaping existing monolithic islands
- Integrating a highly visual public art installation at the intersection
- Signalizing the intersection if necessary

Rozzelles Ferry Road and West 5th Street: Reconstruct with a road diet to two travel lanes, bike lanes, and center median.

I-77 South Ramp: Work with NCDOT to develop a street plan that allows sidewalk, planting strip, street trees and vehicular access along the ramp to encourage and facilitate redevelopment.

District 2

Five Points Intersection: Consider a median for right turn movements onto Rozzelles Ferry Road from Beatties Ford Road.

District 3

- *City Property:* Paint a mural on the water tower at the Vest Water Treatment facility.
- Consider redevelopment of Cit-owned property at French Street and Beatties Ford Road for a market rate mixed-use project.

District 5

Beatties Ford Road between LaSalle Street to I-85: Add the following design elements:

- Landscaped refuge medians in the center turn lane with dedicated left turn lanes
- Reduce curb radii at intersection
- Allow recessed on-street parking
- Add gateway elements at I-85 through public art initiatives.

Part I: Introduction & Existing Conditions



Part I: Introduction and Existing Conditions

1. Pedscape Plan and Overlay Zoning

As part of the focus on urban areas and close-in neighborhoods, Charlotte's elected officials are placing new emphasis on providing a wider range of transportation choices and development forms to improve the livability and sustainability of our neighborhoods. We can enhance livability by turning attention back toward pedestrians, and creating spaces that serve them. Provision of public improvements for pedestrians is another way the City can invest in its neighborhoods and leverage additional private investment.

This plan is intended to serve several purposes:

- It is the future land use plan for the study area. As such, it serves as an updated planning document for the area, replacing the *Central District Plan* and the *West Morehead Corridor Vision and Concept Plan*. As a part of its land use policy function, it includes recommendations for corrective rezonings.
- It identifies an “ultimate” curb line for streets within the area, and appropriate building setbacks and streetscape requirements (such as sidewalks and tree planting) for new development from that curbline. These are implemented through accompanying Pedestrian Overlay (PED) zoning. These requirements also apply to properties in the area zoned UMUD, MUDD, NS, and UR.
- It includes recommendations for possible public investments to enhance the pedestrian environment.

The provisions of the Pedestrian Overlay zoning district require adoption of a Pedscape Plan prior to approval of a PED rezoning. A rezoning application will be undertaken as a follow-up action to this plan.

2 West End Land Use and Pedscape 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 varying 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.

2. Plan Development and Process: A Shared Vision

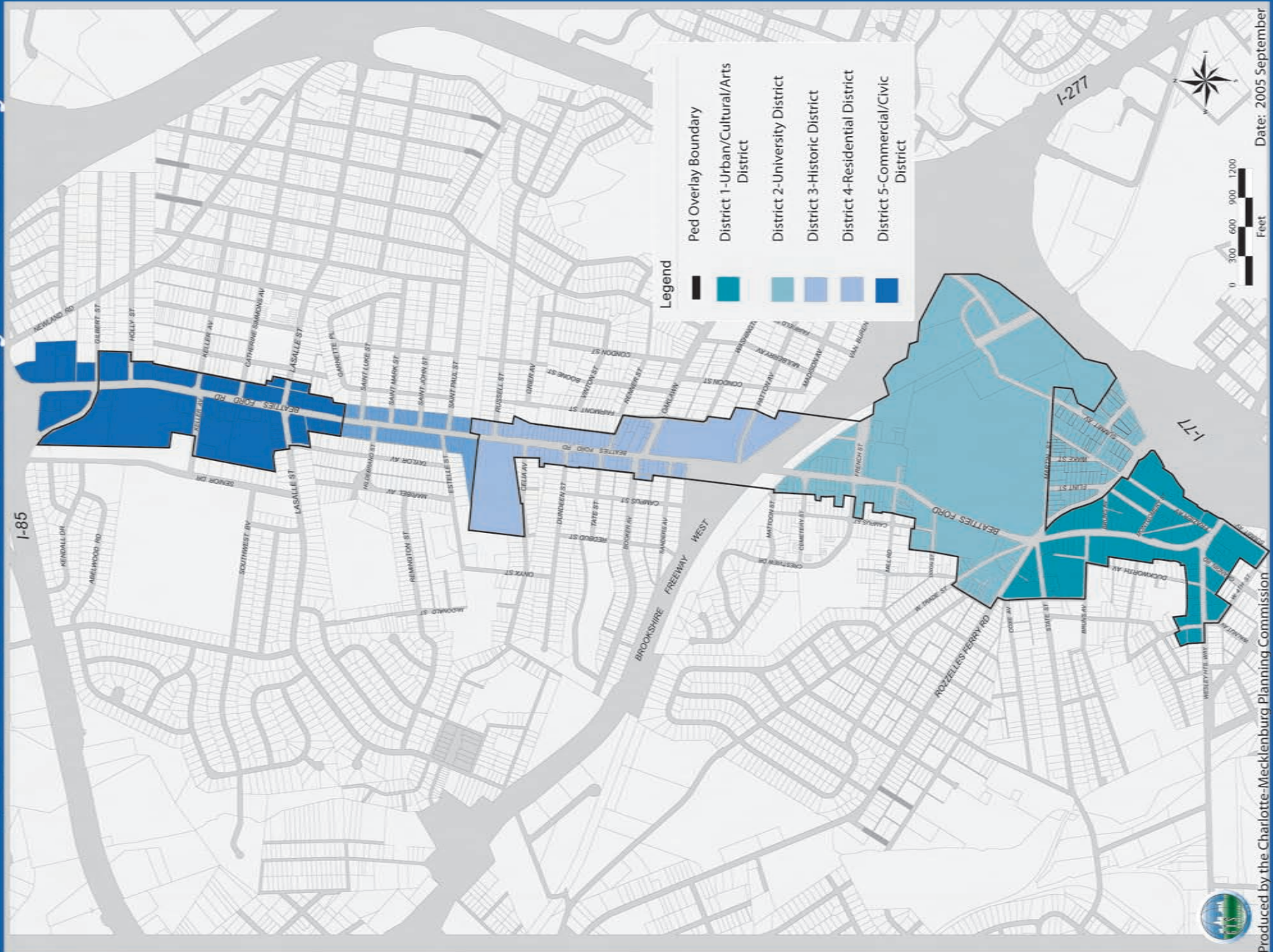
The West End Pedscape Plan is the result of a collaboration between residents, business owners, property owners, community organizations and City of Charlotte staff to produce a policy document that reflects a shared vision of West End. Key elements of this plan are consistent with many concepts from preceding planning efforts, such as the Urban Land Institute's (ULI) Technical Advisory Program report, the *Historic West End Urban Vision Plan* and the *Central District Plan*.



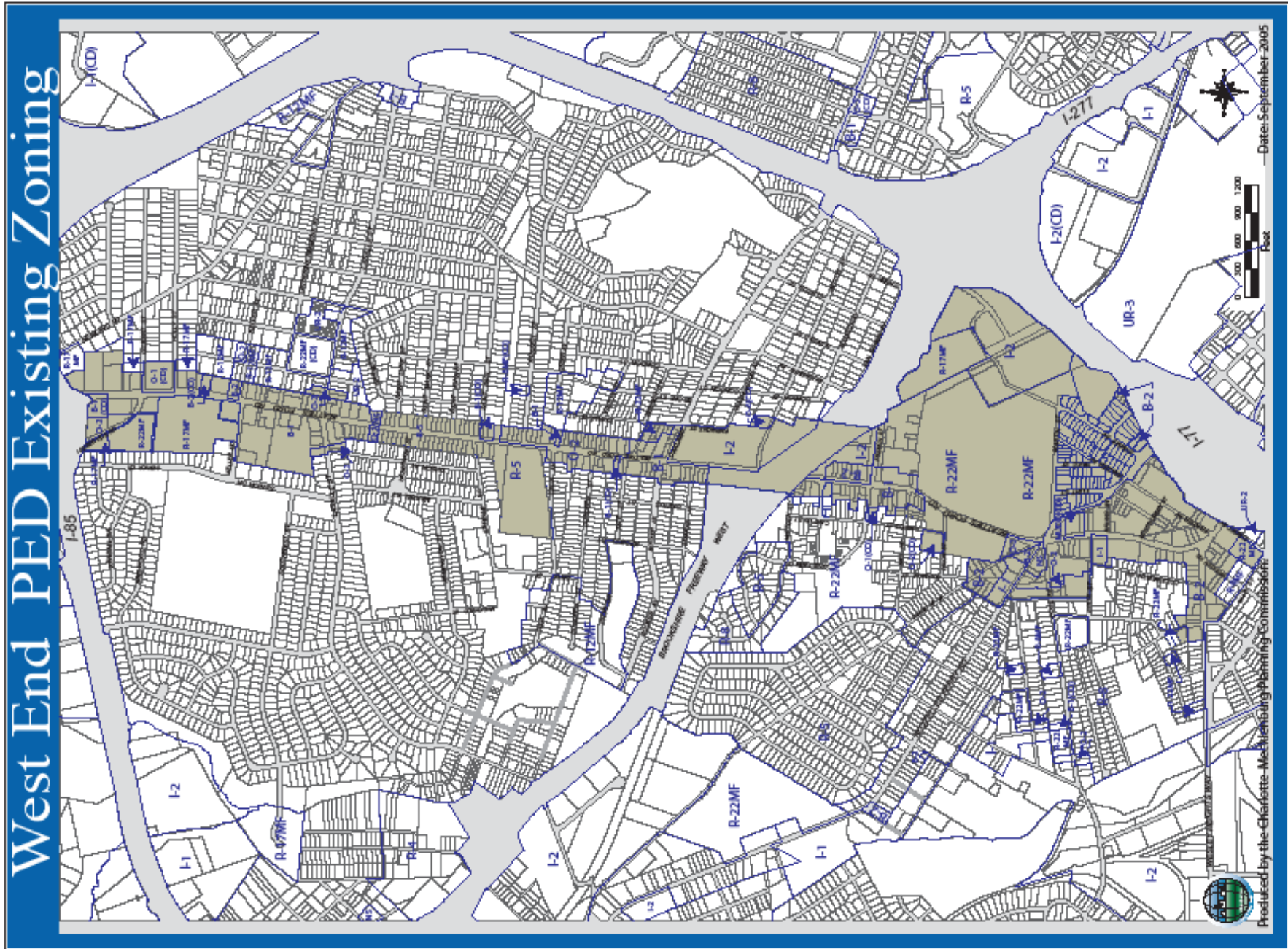
The boundary includes commercially zoned properties within West End neighborhoods off of the corridor.

Map 1

West End PED Overlay Boundary



Map 2



4 West End Land Use and Pedscape Plan

A series of public meetings were held to inform and involve the public during the *West End Land Use & Pedscape Plan* process. Separate meetings were held for other interest groups, including the Northwest Corridor CDC and the Northwest Corridor Business Association.

3. Plan Boundaries

Map 1 shows the blocks and parcels that will be subject to the Pedscape and Land Use Plan recommendations. Boundaries for this West End Pedscape and Land Use Plan are based on existing zoning district boundaries in the corridor.

The plan boundary was drawn to include all parcels fronting West Trade Street, West 5th Street and Beatties Ford Road from I-77 to I-85 and areas along adjacent streets that are planned and/or zoned for nonresidential uses. A number of residential properties critical to the character of West End also have been included. Several parcels along Wesley Heights Way, Grandin Road, West 4th Street and Summit Avenue in the plan area fall within the Wesley Heights Historic District.

To make a distinction between contextual changes along the corridor, defined sub-areas will be referred to in terms of “Districts” as recommended in the *Historic West End Urban Vision Plan* and the *West Trade/Beatties Ford Road Market Analysis*. The Districts are as follows:

- District 1 (Urban/Cultural/Arts District)-I-77 to Five Points/Rozzelles Ferry Road;
- District 2 (University District)-Five Points/Rozzelles Ferry Road to the Brookshire Freeway;
- District 3 (Historic District)-Brookshire Freeway to Russell Street;
- District 4 (Residential District)-Russell Street to LaSalle Street;
- District 5 (Commercial/Civic District)-LaSalle Street to I-85.

4. Existing Zoning

Map 2 shows that a majority of the plan area is zoned for non-residential uses such as retail, office, and industrial. There is a section of single-family zoning along the corridor that PED will not affect. There are two large areas zoned for multi-family yet built out as single-family that will be addressed in this plan. Following is a summary of zoning within the plan area:

B-1	Neighborhood Business	56.1 acres
B-2	General Business	36.4 acres
O-1	Office	3.0 acres
O-2	Office	15.4 acres
O-6	Office	0.6 acres
I-1	Light Industrial	3.5 acres
I-2	General Industrial	39.9 acres
NS	Neighborhood Services	1.5 acres
MUDD	Mixed Use Development	1.1 acres
R-22 MF	Multi-family Residential	108.6 acres
R-17 MF	Multi-family Residential	15.9 acres
R-8 MF	Multi-family Residential	1.3 acres
R8	Single-family Residential	4.8 acres
R-5	Single-family Residential	22.0 acres
Total Area in plan area		310.3 acres



A section of the PED boundary is comprised of post WWII residential architecture.

Zoning provides regulations for how land may be used and the form of development that may be allowed on a given piece of property. The uses allowed in the underlying zoning district classifications are allowed under PED zoning (with certain limited exceptions such as exclusions of drive thru windows for retail uses). However, the development standards- including setbacks- will change when the PED overlay zoning is applied

5. Existing Land Use and Community Design

Map 3 shows the existing land uses in the West End Plan area. The current land use pattern along West Trade Street is generally not conducive to a pedestrian-oriented, urban environment. For example, there are four automotive service shops, and two gas stations within a third of a mile. The existing land use allocation in the Plan area is as follows:

- 34% Institutional
- 20% Vacant
- 14% Single-family Residential
- 10% Commercial
- 8% Warehouse/Distribution
- 6% Office
- 4% Multi-family Residential
- 4% Park/Open Space

The *West End Pedscape Plan* divides the West End Corridor into five districts as shown on Map 1.

District 1- The Urban/Cultural/Arts District

District 1 begins at I-77 and ends at Five Points (the intersection of Beatties Ford Road, West 5th Street, Rozzelles Ferry Road, and State Street). Initially development years the corridor was lined with residences and neighborhood services. Today, a quick glimpse



Example of an industrial use along the PED corridor.

of the corridor reveals little of its beginnings. Vacant lots and an abundance of non-residential uses that would not be considered “neighborhood serving retail” dominate the landscape. The uses that do serve the surrounding neighborhoods are not designed for pedestrians. Instead, they have auto-oriented site design with buildings separated from public sidewalks by parking lots and insignificant or no pedestrian amenities.

Within or near District 1 are adjacent neighborhoods that will be affected by redevelopment along West Trade Street’s western side. Wesley Heights is experiencing renewed growth with infill residential projects and demand for existing pre-World War II single-family, duplex and quadraplex residences. Seversville, a neighbor of Wesley Heights to the north, is garnering renewed interest for residential development as well. Many of Seversville’s streets are still lined with modest but attractive single-family bungalow style homes with opportunities for infill development on vacant or underutilized parcels.



District 2-The University District

District 2 extends from Five Points to Highway 16, Brookshire Boulevard. Johnson C. Smith University is the cornerstone for this area, occupying approximately 80 acres. The University owns property within the surrounding community of Biddleville and may continue to acquire property to accommodate its own growth and development plans. The main campus sits on one of the highest peaks in Charlotte, and the Biddle Memorial Hall clock tower can be seen for miles in each direction. The University has plans to construct a fine arts center and a sports museum on or near campus, supporting the vision of establishing a cultural and entertainment environment in the Five Points area of Biddleville.

The Grand Theater building, a landmark in District 2 at the corner of Mill Road and Beatties Ford Road, sits vacant, waiting to become a destination place once again in District 2. Most recently it facilitated office and commercial uses before it was purchased by the Historic Landmarks.

Away from the heart of the district, north of French Street, is an assortment of residential, office, retail and institutional uses with several vacant parcels mixed in. Building setbacks in the district are in the range of 9 to 40 feet. Most of the deep setbacks have front yards, with parking in the rear or alongside the building.

District 3-The Historic District

The Historic District boundaries include non-residential uses fronting the corridor, with the exception of a small suburban-style commercial center at Tate Street. Residential uses outside the corridor abut the office and business uses. This district is anchored by the City-owned Vest Water Treatment Facility, the Excelsior Club (an entertainment venue of social historic relevance) near Brookshire Boulevard and Northwest School of the Arts at the north end. Existing land uses along the corridor are primarily commercial and office, with some scattered multi and single-family uses. The number of vacant parcels is fewer than in Districts 1 and 2.



Beatties Ford Road near French Street



Intersection of Beatties Ford Road and Oaklawn Ave./Booker Ave. before the road improvement project in 2002.

Next to the corridor are the Historic Washington Heights neighborhood, on the west side of Beatties Ford Road, and the McCrorey Heights, Oaklawn Park and Lincoln Heights neighborhoods on the east.

Setbacks in District 3 range from 6 feet to 90 feet. Parcels with the deepest setbacks, up to 90 feet, have parking areas between the building and public sidewalks. Converted residences maintain a level of consistency by not providing parking lots in the front of their buildings.

District 4-The Residential District

The Residential District begins at the Northwest School of the Arts at Russell Street and continues north to LaSalle Street. This area is primarily residential in character. The Second Ward High School Alumni House is in the district in a converted two-story home along with other examples of residential architecture from the 1930's to the 1950's.

Setbacks in this district range from 25 feet to 40 feet with sidewalk and planting strips in most places. Mature trees are located behind the sidewalk with major utilities on the eastern side of the corridor.

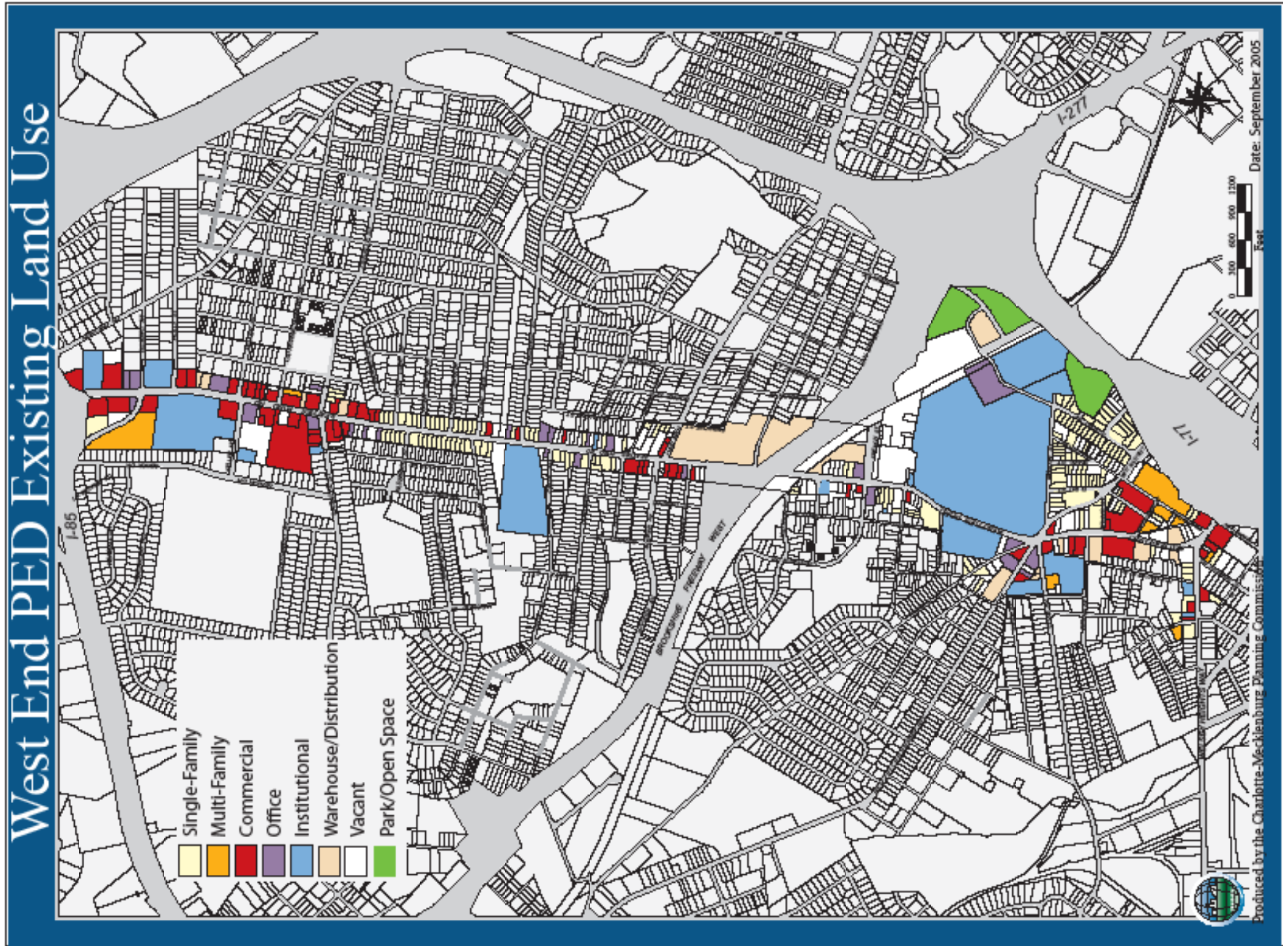
District 5-The Commercial/Civic District

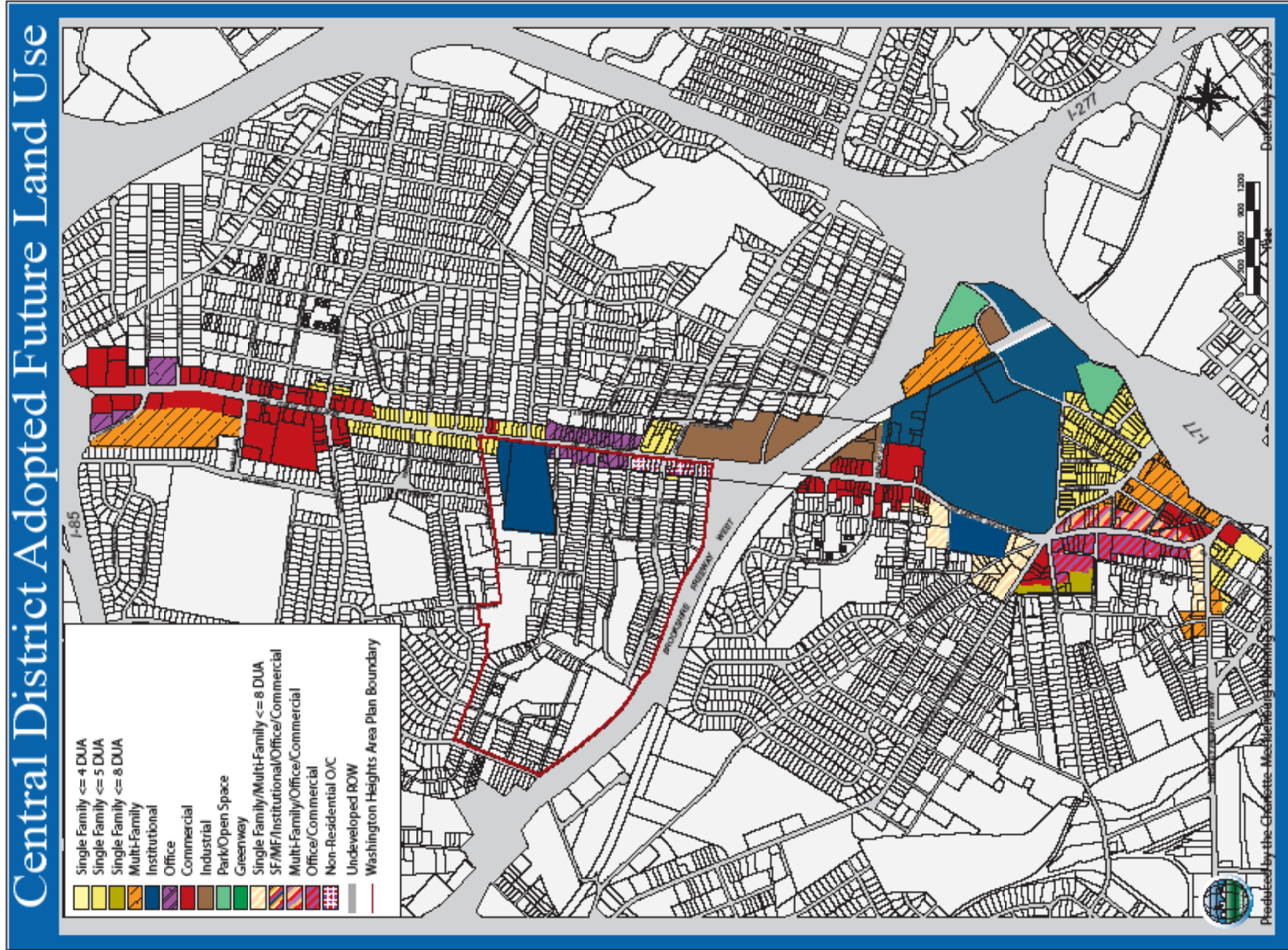
District 5 lies between LaSalle Street and Interstate 85. A majority of the district is commercial, developed in a sprawling pattern with an abundance of parking that dominates the streetscape. Most structures are one story, which adds to the sprawl-like feel of this district. Despite the auto-dominated site planning, there are a number of uses that are vital to the area such as a public library, churches, a CVS pharmacy, a Food Lion grocery, a community resource center, barber shops and a post office. The University Village Shopping Center, which houses the largest convenience goods stores, underwent redevelopment in the mid-1990's. The redevelopment included facade improvements and new retail tenants.



Commercial District streetscape

Map 3





6. Previously Adopted Land Use Plans

The West End Corridor has been addressed by several Council adopted planning policy documents. The *Central District Plan*, adopted by City Council in 1993, is the current primary policy document for West End. The *Wesley Heights Small Area Plan* (1999) and *Washington Heights Small Area Plan* (2002) take precedence over the *Central District Plan* for the areas that they cover. The land uses proposed by these plans are shown on Map 4.

It should be noted that there are other plans not adopted by City Council, but which were used as supporting documents in the *West End Land Use & Pedscape Plan* development process. These include the *West End Urban Vision Plan*, the *Historic West End Technical Assistance Program Report* by the Urban Land Institute and the *West Trade Street/Beatties Ford Road Market Analysis*.



Wesley Heights neighborhood boundary

In District 1 and 2 the *Central District Plan* encourages “...rezoning the Five Points/Johnson C. Smith area to neighborhood service district to allow urban scale, mixed-use development oriented to the pedestrian.” The Plan also recommends a mix of residential and non-residential uses along the corridor with a concentration of commercial uses at the edge of West Trade at I-77 and at the north end of the University District. The *Wesley Heights Small Area Plan* recommends the following;

- Redevelop the vacant parcel at the corner of Wesley Heights Way and Grandin Road for institutional/single-family residential or multi-story mixed use with ground floor retail.
- Along West Trade Street develop two-story structures with business and office uses on the ground floor, residential on the second floor.
- Develop or demolish the former Cannon Cathedral structure at Wesley Heights Way and Duckworth. Redevelop as a multi-family residential project.

In District 3, the *Central District Plan* recommends rezoning the Beatties Ford Road/Oaklawn area to a Neighborhood Service District. The *Washington Heights Small Area Plan* recommends mixed use retail/office from Sanders Avenue to Tate Street and office uses from Tate Street to Celia Avenue along the west side of Beatties Ford Road. Along the east side of Beatties Ford Road the *Central District Plan* recommends office uses from Renner Street to St. Paul Street.

In District 4, the *Central District Plan* recommendations follow the *Beatties Ford Road Small Area Plan*, which recommends retaining the single-family pattern along the corridor and rezoning any parcels currently zoned non-residential to residential.



The existing edge condition between the Residential and Commercial Districts.



Washington Heights neighborhood boundary

In District 5, the *Central District Plan* recommends commercial uses along the corridor, with a Neighborhood Service District at the intersection of LaSalle Street and Beatties Ford Road. The plan also recommends higher density housing behind the corridor that would blend into adjacent, primarily single-family, neighborhoods.

7. Transportation System

The West Trade Street/Beatties Ford Road corridor is typical of most major thoroughfares in Charlotte with four travel lanes, two in each direction. The cross-section from LaSalle Street to I-85 has an additional center turn lane. There is little to discourage drivers from exceeding posted speed limits along the corridor aside from traffic signals and pedestrians crossing mid-block without refuge opportunities. This plan does not intend to hinder or eliminate vehicular travel; rather, it intends to establish a balance of transportation options along the corridor by providing accommodations for transit, pedestrians, cyclists and private motor vehicles.

Street Network

West End has not suffered the perils of becoming a cul-de-sac community, as most of the community was built with an interconnected street network with alleys. However, modern road building methodologies forced West End to have the dubious distinction of being bound by two interstates and bisected by the Brookshire Freeway.

Highway Development

Increasing automobile usage has had an impact on how our buildings, both commercial and residential, are planned and designed. To facilitate a growing population, the demand for more roads increased, with development following quickly on its heels. In the 1940's auto-based suburbanization began. In 1944, the Federal Highway Act appropriated monies for road construction projects within urban communities. Charlotte was one of the first cities in the nation to receive federal funding assistance that year.

Local politics at that time were influential in assuring that the less affluent areas of Charlotte received the lion's share of highway construction. Within the West End area, Interstate 85, Interstate 77 and Brookshire Freeway were built between the early 1960's and early 1970's. The result was severed neighborhoods, disconnection from Center City and remnants of undevelopable parcels.

Traffic Volumes

The following table shows traffic volumes, existing and as projected for 2025. The data considers future road projects such as Fred D. Alexander Boulevard, Interstate 485, and widening of Interstates 77 and 85.

Corridor	Ave. Daily Volume	
	Existing	2025
5th Street west of Summit Avenue	6,100	9,387
Rozzelles Ferry Road west of Five Points	12,600	NA
Trade Street south of West 5th Street	10,500	9,378
Beatties Ford Road south of French Street	16,900	14,013
Beatties Ford Road south of Oaklawn Ave.	20,200	NA
Beatties Ford Road north of LaSalle Street	29,400	22,493

Transit

The West Trade Street and Beatties Ford Road corridor is served by the Charlotte Area Transit System (CATS). The #7 route begins in Center City and terminates at Statesville Avenue. This route has the second highest ridership in the transit system with an average of approximately 2700 riders per day. The following circulator routes serve defined areas in West End without coming into the Center City:

- Route 202-Washington Heights and Lincoln Heights;
- Route 203-University Park;
- Route 231-Druid Hills and Double Oaks.

The combined average ridership of these routes is approximately 142 persons per day.

The proposed Center City streetcar network will add another transit opportunity to West End. The streetcar will operate on fixed rails in existing travel lanes and/or medians. Power will be fed through overhead contact wires. The streetcar will operate in mixed traffic (sharing lanes with buses, bicycles and vehicles). Planning for this project began in the Summer of 2004.

Pedestrian Facilities and Activity

The West End area has a significant number of pedestrians. Everyone from college students to the elderly can be seen strolling along city sidewalks. From the year 1998 to 2000, pedestrian and bicycle accidents have been relatively few considering the volume of non-vehicular traffic. The matrix below outlines the types of reported accidents that have occurred in that time frame and their locations.

Beatties Ford Road Intersections	Tot. Accidents	Bike	Pedestrian
Five Points	60	0	3
Dixon Street	21	0	1
Brookshire Frwy/French St.	37	1	0
W. Brookshire Ramp	26	1	0
Oaklawn Avenue	14	0	1
LaSalle Street	68	0	4
North I-85 Exit/I-85 Service Rd.	21	0	1

The data reveals the LaSalle Street-Beatties Ford Road and the Oaklawn Avenue-Beatties Ford Road intersections have the highest number of accidents involving pedestrians and/or bicyclists. This could be attributed to the number of neighborhood services accessible by foot, existing pedestrian amenities (or the lack thereof) and/or traffic volumes in these areas.

Sidewalks and Planting Strips

The most important element in the pedestrian realm is sidewalks. Along the West End corridor sidewalks are adequately provided, meaning they are continuous from I-77 to I-85. However, the dimensions and other details are substandard in most locations. Six- to eight-foot wide sidewalks are most appropriate in areas with a significant amount of pedestrian activity.

The typical sidewalk width is 5 feet with or without planting strips, though 6 foot sidewalks behind the curb can be found in the Commercial District.

In some locations, particularly near French Street, usable sidewalk area is decreased because of overgrown grass. Sidewalk continuity into adjacent communities from the corridor is not consistent. Wheelchair ramps at some side street intersections are non-existent.

Planting strips are grassy areas between the street curb and sidewalk. Trees are typically planted in these strips; however, they also separate pedestrians from vehicular traffic and provide a home for above ground utilities. Along streets in the plan area, planting strip width varies from 2 feet to 6 feet. The desired width is 8 feet or greater. This dimension provides more room for large maturing trees, particularly oak trees, to flourish in urban conditions and provides greater separation between pedestrians and vehicles.



Narrow planting strips and sidewalks exist throughout in the University area.

Intersections and Mid-Block Crossing

Some signalized intersections in the plan area are intimidating for pedestrians to cross; however, transportation data show relatively low rates of pedestrian and vehicular accidents.

- The intersection at Five Points appears daunting because of the wide crossing dimension, from 90 feet to 100 feet curb to curb. Restriction of right turns on a red light help pedestrians cross safely.
- The intersection of French Street and Beatties Ford Road has a marked crosswalk, and crossing distances are manageable.
- The Oaklawn/Booker Avenue intersection at Beatties Ford Road recently has been aligned; thus crossing distances have been shortened. Other upfits include decorative pedestrian lighting and improved wheelchair ramps.
- LaSalle Street and Beatties Ford Road, the busiest intersection in the PED area, could benefit from minor improvements but is relatively easy to cross.

There are no dedicated mid-block crossing opportunities along the corridor. This is particularly noticeable in Districts 1, 4 and 5 where the distance between signalized intersections make “preferred” pedestrian crossing (that is, crossing at signalized intersections) laborious.

Bicycle Safety/Facilities

Although bicycle accident data do not reveal major problems for cyclists, the corridor does not have bicycle facilities on the road, nor contiguous parallel roads for a bicycle route. The Charlotte-Mecklenburg Bicycle Improvement Plan recommends *wide outside lanes* from Five Points to I-85. From Five Points to Uptown the plan recommends striped bike lanes along West 5th Street.



CDOT's plan recommends a bicycle network along the Beatties Ford Road corridor.

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Part II: Vision Plan & Land Use



Mixed-Use Urban Village concept at LaSalle Street and Beatties Ford Road

Part II: Vision Plan & Land Use

1. Key Vision Concepts

The West End study area has the potential to be transformed into a vibrant and successful area with a mixture of land uses. The plan sets forth a vision for five districts, each moving forward within its unique neighborhood focus. Key concepts identified by the plan are:

1. Land use and zoning need to drive the vision forward. Repeatedly, stakeholders speak of the importance of regulating land use and zoning to exclude uses that do not reflect West End's vision. The corridor should include higher densities: mixed-use development with a focus on pedestrian accessibility. In the eyes of the community this is the most important tool of this plan and the subsequent Pedestrian Overlay District.

2. Protect the historic character of West End. As new development begins it should be sensitive to the historic character of West End. Historically relevant structures and communities should be protected while infill development occurs.

3. Make better use of property in West End. Along the corridor, between commercial nodes, and within the neighborhoods are pockets of vacant land and buildings. These properties should be put to better use by adding market rate residential development to attract and support commercial redevelopment and to serve the residential neighborhoods..

4. Make District 1 a destination place. Every plan document to date has identified West Trade Street as the nucleus of West End. Within this district should be the most intense mix of residential, commercial and office uses.

Destination places such as specialty retail, cultural facilities, a variety of eating establishments, and entertainment venues will be key elements needed to make this a vibrant urban community.

2. Recommended Land Use

In order to make land use recommendations for long corridors, it is helpful to divide the corridor into districts and to identify key activity nodes located therein. The districts and nodes have been elements in a number of studies in recent years, and are continued in this plan. Map 5 identifies these as key concepts for the West End plan. Following is a summary of the districts and nodes.

District 1-Urban/Cultural/Arts District

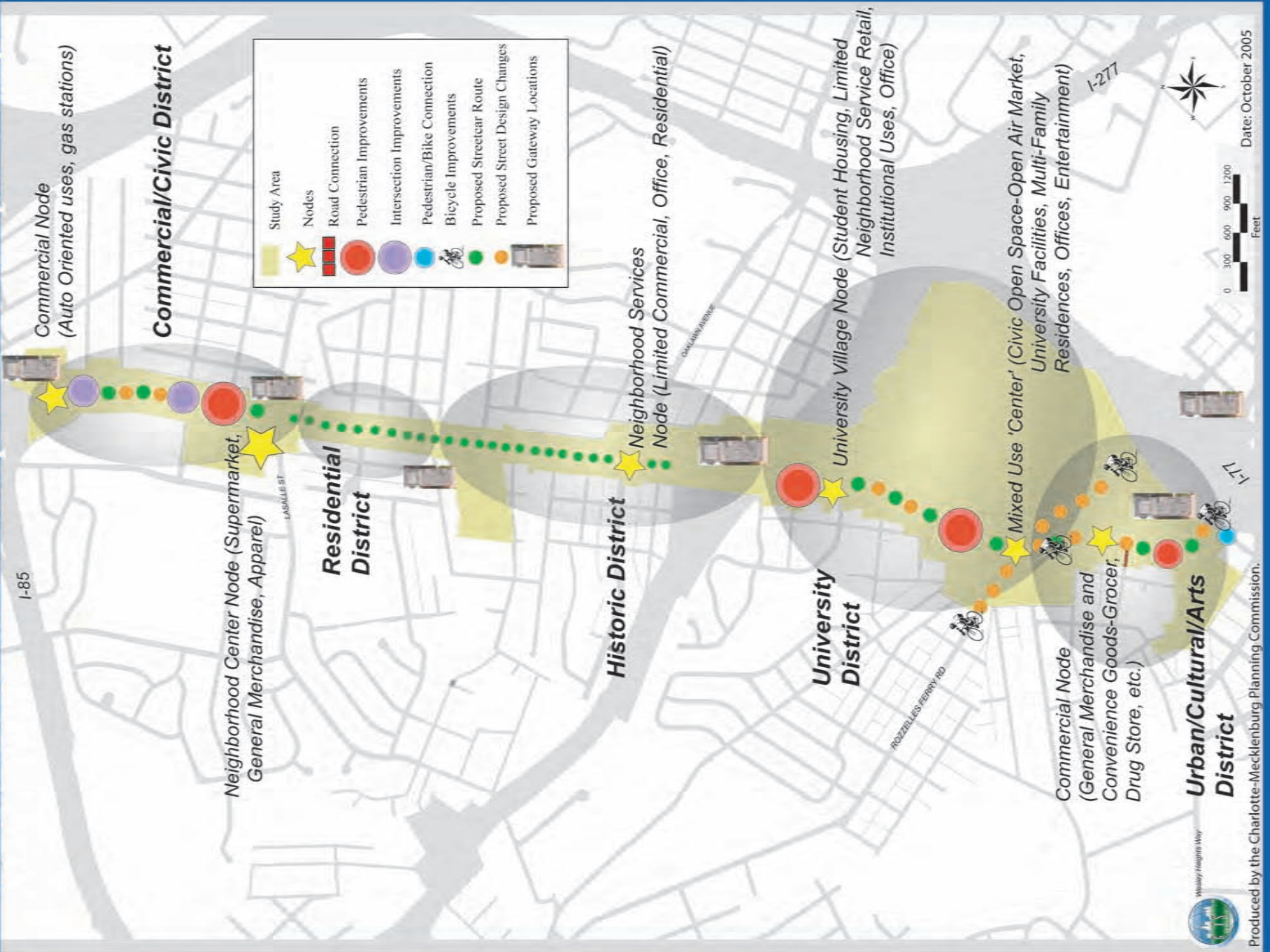
This district is at the closest end of the area to the Center City. It should draw on the retail and cultural needs of the university and surrounding neighborhoods.

Commercial Node- This area is in the center of District 1. It is appropriate for neighborhood convenience retail such as a grocer, general retail, and drug store.

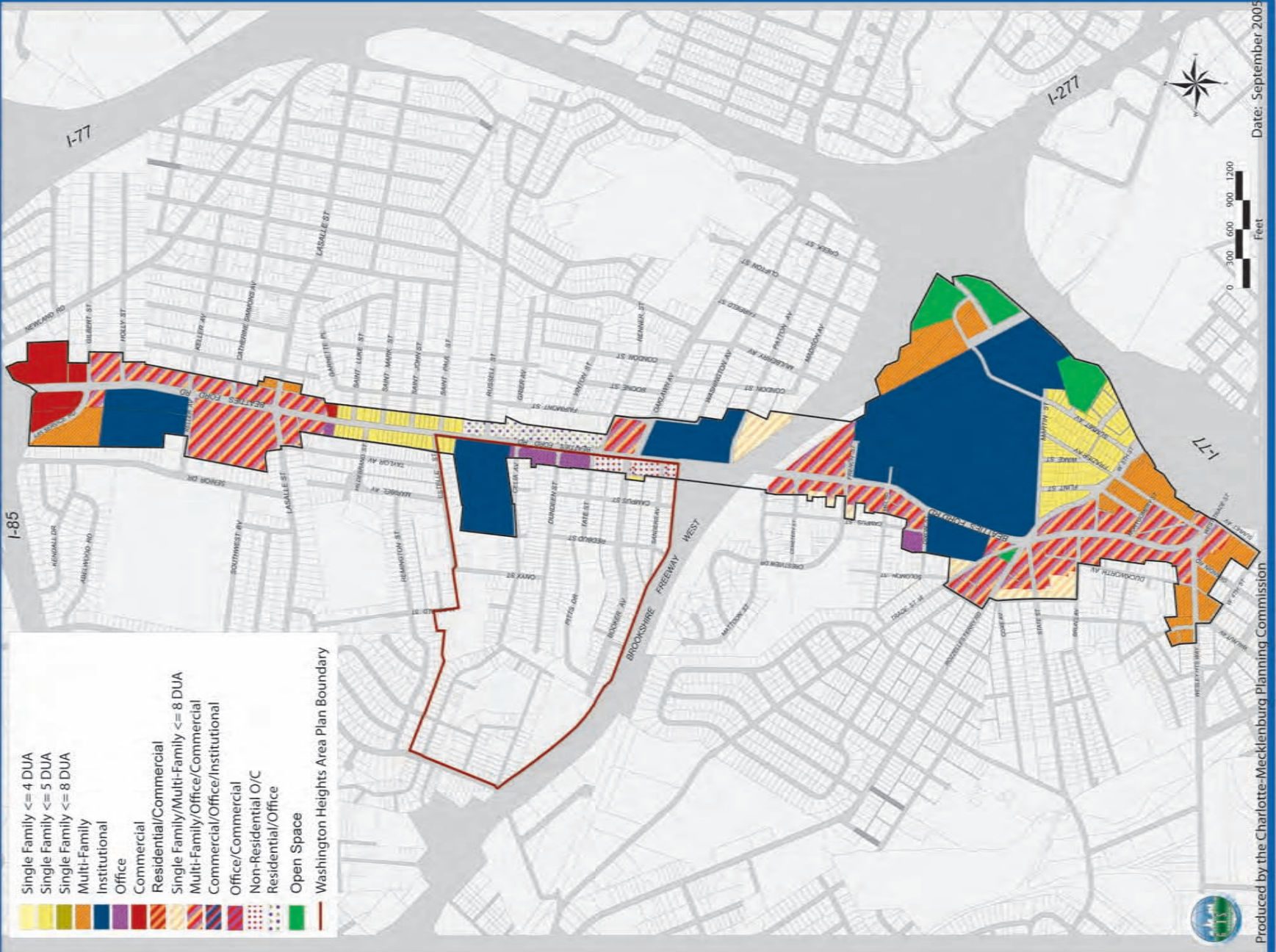


This multi-family development on East Seventh Street addresses the street and is sensitive to adjacent single-family development.

West End Pedscape Concept Map



West End PED Proposed Future Land Use



Mixed Use Activity Node- At the Five Points intersection, there should be the greatest mix of uses based upon geography and context. The plan recommends a mix of public open space for outdoor events, multi-family residences, institutional uses, office and small scale retail uses. This area is also the gateway into West End from the south.

District 2-University District

This district surrounds and includes Johnson C. Smith University, but also contains other prominent commercial properties.

University Village Node- In order to maintain a consistent development pattern along Beatties Ford Road, this plan recommends land uses that support housing for students and non-residential uses that benefit Johnson C. Smith and other universities in this node. The intent is to protect the residential fabric behind the corridor and encourage more residential development to protect the historic character of Biddleville.

District 3-Historic District

This is the historic core of the area, with a number of important African American social and cultural sites.

*Neighborhood Services Node-*At the intersection of Booker Avenue and Oaklawn Avenue, a mixed-use environment that focuses on neighborhood serving retail and multi-family residences is recommended.

District 4-Residential District

This residential area has a number of handsome homes along Beatties Ford Road as well as along adjacent streets. Its character is being undermined by intrusion of business uses, breaking up the neighborhood fabric. The appropriate future land use for this district is single-family.

District 5-Commercial District

District 5 is primarily a conventional commercial area, but has

major institutional anchors as well. This area is the gateway into West End from the north.

*Neighborhood Village Center Node-*This plan recommends a concentration of compatible uses in a compact land development pattern. A residential component also is recommended to fully achieve the true character of a walkable ‘village’ type development plan.

Proposed Future Land Use

Land use plans guide development and provide a framework for zoning changes when necessary. Map 6 sets forth the Proposed Future Land Use for the plan area.

The West End Pedscape Plan emphasizes the importance of combining uses within the urban district, and ideally within individual buildings. For example, a vertical mix of residential, office and retail is more conducive to establishing a pedestrian oriented,



In multi-story, mixed-use development, retail is typically located on the ground floor. In some cases, office or residential also is placed on the ground floor. Uses on upper stories should be office and/or residential.

sustainable urban community than a horizontal, low density string of commercial uses.

This plan identifies five districts with varying characteristics. The intensity or types of land uses recommended for future development may vary. In the core of these districts should include a mixture of uses in an urban pedestrian oriented environment

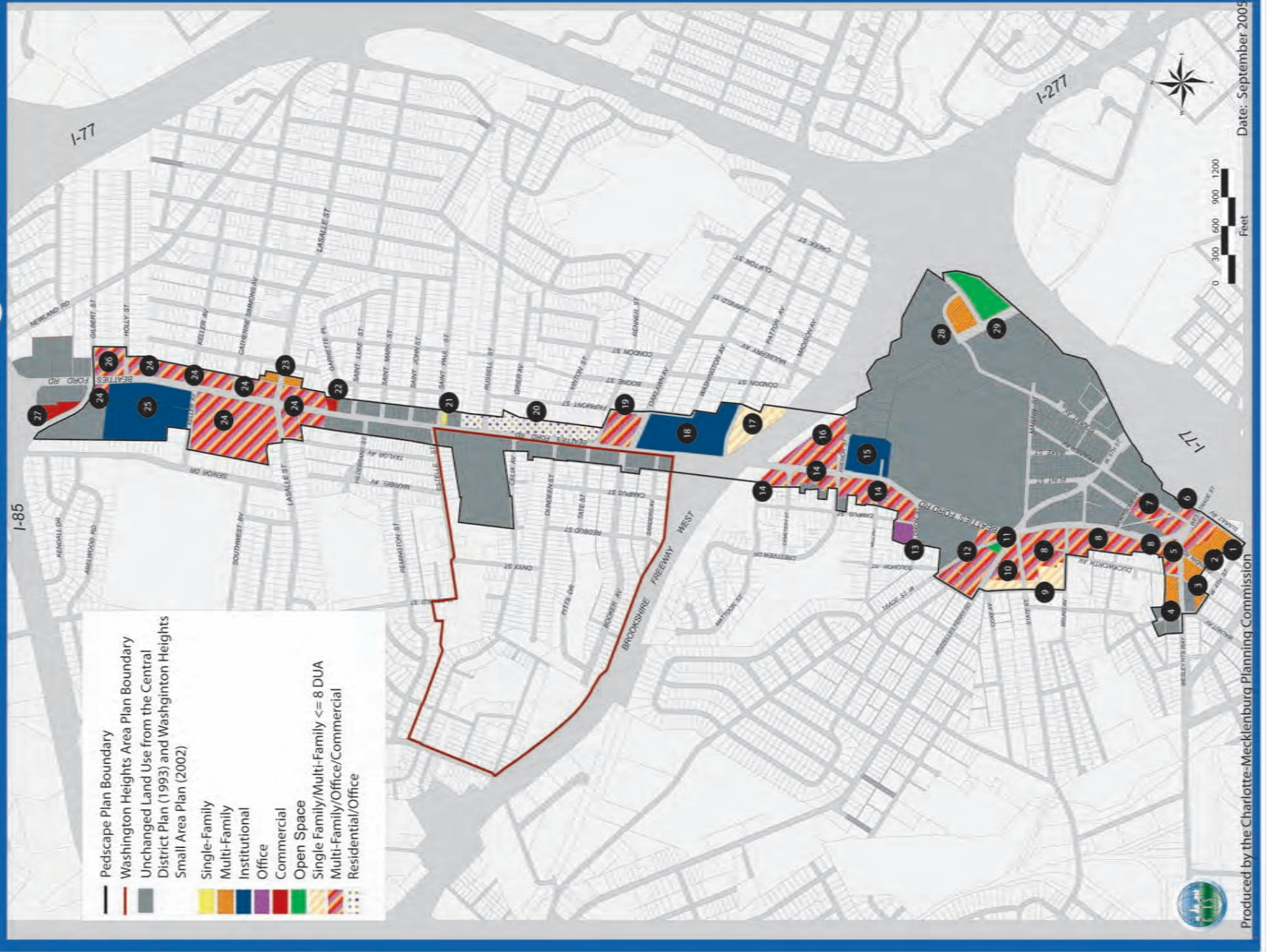
3. Land Use Recommendation Changes

This plan recommends a substantial number of changes to land uses previously proposed in the *Central District Plan*. The recommended changes are shown in the following table. Map 7 highlights the new Proposed Future Land Uses as recommended by this plan. Changes from the previous plan are shown circled. The numbers correspond to the Map Reference noted on the table.

Table of Land Use Recommendation Changes

Map Ref.	Previous Central District Plan (1993) Land Use Recommendation	New Pedscape Plan Land Use Recommendation	Existing Zoning
1	Single Family	Multi-Family	R-22
2	Single Family	Single Family/Multi-Family	B-2
3	Single Family	Multi-Family	B-2
4	Single Family/Multi-Family	Multi-Family	B-2
5	Single Family/Multi-Family	Mixed Use-Residential/Commercial/Office	B-2
6	Multi-Family	Mixed Use-Residential/Commercial/Office	B-2
7	Commercial	Mixed Use-Residential/Commercial/Office	B-2
8	Office/Commercial	Mixed Use-Residential/Commercial/Office	B-2
9	Single Family	Single Family/Multi-Family	R-8
10	Commercial	Mixed Use-Residential/Commercial/Office	B-2
11	Single Family/Multi-Family	Urba Open Space	B-2
12	Single Family/Multi-Family	Mixed Use-Residential/Commercial/Office	I-2/B-2
13	Single Family/Multi-Family	Office	O-2
14	Commercial	Mixed Use-Residential/Commercial/Office	B-1
15	Commercial	Institutional	B-1
16	Industrial	Mixed Use-Residential/Commercial/Office	I-2
17	Industrial	Single Family/Multi-Family	I-2
18	Industrial	Institutional	I-2
19	Single Family	Mixed Use-Residential/Commercial/Office	R-22/B-1
20	Office	Residential/Office	O-2
21	Commercial	Residential	B-1 CD
22	Office	Commercial	NS
23	Single Family	Multi-Family	O-2
24	Commercial	Mixed Use-Residential/Commercial/Office	B-1/B-2
25	Commercial/Multi-Family	Institutional	R-17 MF
26	Office	Mixed Use-Residential/Commercial/Office	O-1 CD
27	Office	Commercial	B-1
28	Industrial	Multi-Family	I-2
29	Institutional	Open Space	I-2

Land Use Changes





Drawing by LS3P

Buildings were traditionally constructed as mixed-use structures, allowing people to live within an easy walking distance from commercial uses. Pictured below is a grocery store with residences and green space built on top.



The PED Overlay District allows multi-family residential development in all zoning districts.



4. Conceptual Land Development and Urban Design Plans

This section provides potential development concepts for each of the four districts. Actual development patterns including building locations may vary from these concepts. This section also provides design guidelines for each district. Some of these guidelines will be required by the proposed PED overlay zoning; others are advisory in nature.

District 1: Urban/Cultural/Arts District Development Plan

The vision for the Urban/Cultural and Arts District consists of an urban mix of uses that are designed to complement adjacent neighborhood by adding commercial services and new market rate housing.

Design Guidelines

- Buildings on sites next to existing neighborhoods should be no greater than 40 feet in height. Increased building heights are allowed for sites that are further from neighborhoods.
- Urban public spaces should be designed to encourage public use and contribute to the overall fabric of the built environment.
- The scale of urban open spaces should be compatible the mass and scale of buildings grouped around them. Private and public urban open spaces are required for mid-and high-rise buildings.
- Parking decks should be wrapped with residential, retail and/or office uses.



District 2: University Village Development Concept:

The University Village concept for West End shows a development strategy that retains the historic fabric of Biddleville and Smallwood while accommodating the expansion needs of Johnson C. Smith University and other private or public development.

Design Guidelines

- Use existing homes for student housing, studio space for artists and office use.
- Development next to existing neighborhoods should respect the existing scale and character.
- This district should include a mix of neighborhood serving retail, institutional and residential uses in a compact urban form
- Teardowns of historic structures in the plan boundary is discouraged. See the Appendix for additional information on appropriate treatment of historic structures.
- Large surface parking lots should not dominate the streetscape as it disrupts the residential fabric of the community. Parking should be placed behind buildings or along the street whenever possible.

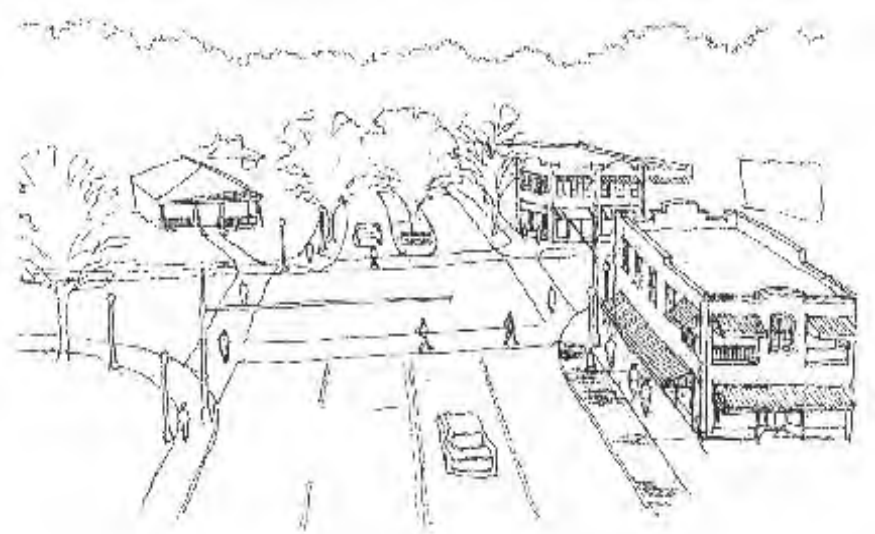


District 3: Historic District Redevelopment Plan Concepts

The focus within the Historic District is on preservation of existing features.

Design Guidelines

- An extension of Madison Avenue up to (but not connecting to) Beatties Ford Road is recommended;
- Extend Fairmont Street from Washington Avenue to Madison Avenue;
- Historic landmarks should be preserved for future neighborhood serving uses;
- Implement streetscape improvements that promote the Historic District
- Development adjacent to the edges of McCrorey Heights, Washington Heights and Oaklawn Park should be compatible with the scale of existing residential development
- Neighborhood gateways at signalized intersections are recommended with a special emphasis at the Brookshire Freeway intersections.



Design concept of a pedestrian oriented intersection at Booker Street/Oaklawn Avenue and Beatties Ford Road. Sketch courtesy of Warren Burgess-CMPC.



District 4: Residential District

This primarily single-family section (between Russell Avenue and just north of St. Luke Street) is a vital link between the existing retail and office areas along Beatties Ford Road. The Plan recognizes the erosion of the boundaries between residential and non-residential development and recommends the preservation of the Residential District as single family to retain a historic quality along the corridor and provide relief from the expanse of commercial and office uses along Beatties Ford Road.

Design Guidelines

- Identify residences for Historic Landmark designation (See *Architecture and Community Preservation* in the Appendix)
- Reinforce the residential identity in this district
- Construct appropriate buffers and screening between residential and non-residential uses (Existing and future development)
- Address the scale, lighting and architectural details of commercial development adjacent to single family residences to minimize negative audio and visual impacts
- Design commercial driveways and mechanical systems to avoid conflicts with single family development.



A section of the Residential District in the 1950's. Photo courtesy of James Peeler

District 5: Commercial /Civic District Concept

Within this district, the focus is on transforming a conventional retail strip into a more pedestrian-friendly mixed use area.

Design Guidelines

- Build landscaped medians on Beatties Ford Road to minimize left turn movements and to allow pedestrians to cross mid-block safely.
 - Align offset intersections where possible.
 - Provide on-street parking.
- Create a master plan for the existing shopping center that will allow redevelopment over time. The plan should adhere to the following principles:
 - * Include residential uses.
 - * Create 'main streets' within the shopping center.
 - * Internalize and disperse surface parking areas.
 - * Orient buildings to streets and civic spaces.
 - * Landscape extensively with shade trees and indigenous plant material.



Additional Design Guidelines

Building Height: Commercial development adjacent to single family residences should not exceed 40 feet in height. The building height may increase 1 foot in height for every 10 feet in distance from the property line of of the nearest site used and/or zoned for residential purposes.



Building Architecture: The scale and articulation of this commercial building (foreground) compliments the existing residential structures. The building design includes clear windows on all floors, landscaping, parking lot screening and materials that fit the character of the neighborhood.

Part III: Streetscape Standards



Drawing courtesy of LS3P

Part III: Streetscape Standards

1. Street Layers

A pedestrian-friendly environment in an urban setting can be described as a set of *layers* thoughtfully brought together to create a safe, welcoming community. This concept consists of Streets, Sidewalk/Pedestrian, and, Architecture/Urban Design layers. All of these layers, when arranged appropriately, create a *Streetscape*.

Within those layers are a number of individual features. The street layer, for example, may include facilities for bicyclists and on-street parking, in addition to lanes for motor vehicles. This section discusses how these layers will achieve the vision for West End.

1. Street Layer- The primary purpose of a street is to provide a passageway for vehicles. The features of the street layer addressed in the Plan are the number and types of lanes, lane widths, street networks (connectivity), pedestrian refuge, intersection design, and on-street parking. The combination and layout of these features will determine the street character.

2. Sidewalk/Pedestrian Layer- The sidewalk layer is essentially the street for pedestrians. Like vehicular travel lanes, sidewalks have design standards that provide a safe and comfortable experience for pedestrians.

A variety of design features define the pedestrian layer. These include the actual sidewalk, space for amenities (art, seating, lighting, etc.), and landscaping areas. Street trees can be planted near the building, near the curb (in planting strips and tree pits) and in between on-street parking bays. Landscape containers, planter boxes and planting strips can be used for other types of vegetation such as shrubs, flowers and ornamental grasses.

3. Architecture/Urban Design Layer-West End has a range of buildings that define the Architecture/Urban Design Layer. Original structures along the corridor are built close to public sidewalks. Newer development typically has separated pedestrians from the building with parking. Original structures provide a historic context that is vital to the community and should be used in redevelopment efforts.

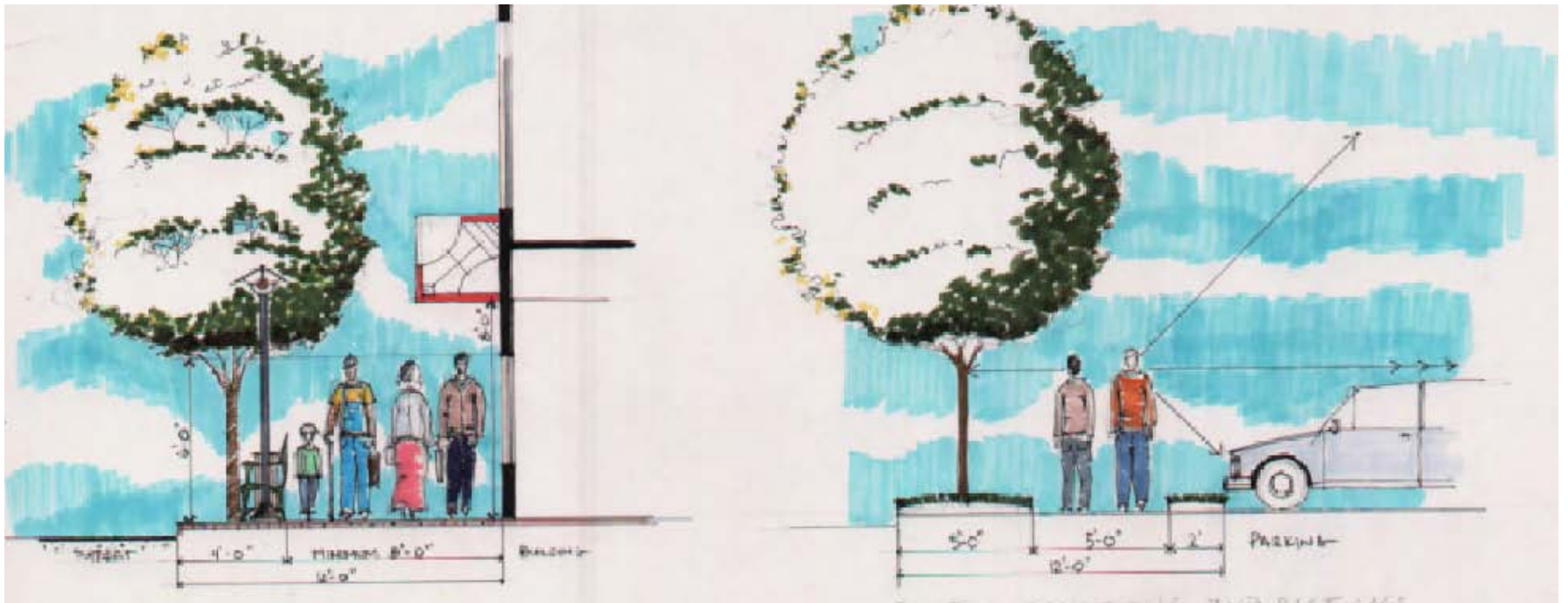
Although this plan and the recommended PED Overlay zoning cannot regulate architecture, the plan can address basic principles of good architectural design.

The features for the Architecture/Urban Design layer include the preservation and reuse of important structures, regulating building setbacks for new development, identifying the proper location(s) for off-street parking, identifying appropriate building heights in relation to neighboring communities (edge conditions) and determining the appropriate arrangement of doors and windows.



Modern architectural forms create an interesting dialogue with classical architecture in older urban neighborhoods.

Urban Design Layering



The graphic on the left is a good example of layering with street trees, pedestrian amenities, a wide sidewalk and building frontage behind the sidewalk. On the right is a typical example of poor layering for pedestrians. The pedestrian zone in both examples is 12 feet.



Actual results of good layering.....and poor layering

2. Recommended Street Cross Sections and Streetscape Standards

The standards in this section supplement the requirements of Charlotte's urban zoning districts, which include PED, MUDD, UR-C and NS zoning. All of these zoning districts refer to the streetscape standards identified here for new development and changes to existing development. These standards define ultimate curb locations, building setback lines, sidewalk widths and locations, and tree planting requirements.

The Streetscape Development Standards are requirements for development, and will be primarily the responsibility of private developers or private land owners to implement as property on the corridor is developed, redeveloped, or improved. In combination with the development requirements in the zoning text, the standards below will provide the primary tool for shaping the streetscape into the type of pedestrian-oriented space that the community envisions for the corridor.

Future Street Cross-Sections and Building Setbacks

This section recommends existing future cross-sections for West Trade Street, Beatties Ford Road, Wesley Heights Way, Rozzelles Ferry Road, and West 5th Street and identifies building setbacks and streetscape standards based on the ultimate curb line location. **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.

The building setback is one of the most important features in defining the character of a streetscape. Different contexts, land uses and street characteristics require different setbacks. The building setback is defined in the PED standards as the distance from the back



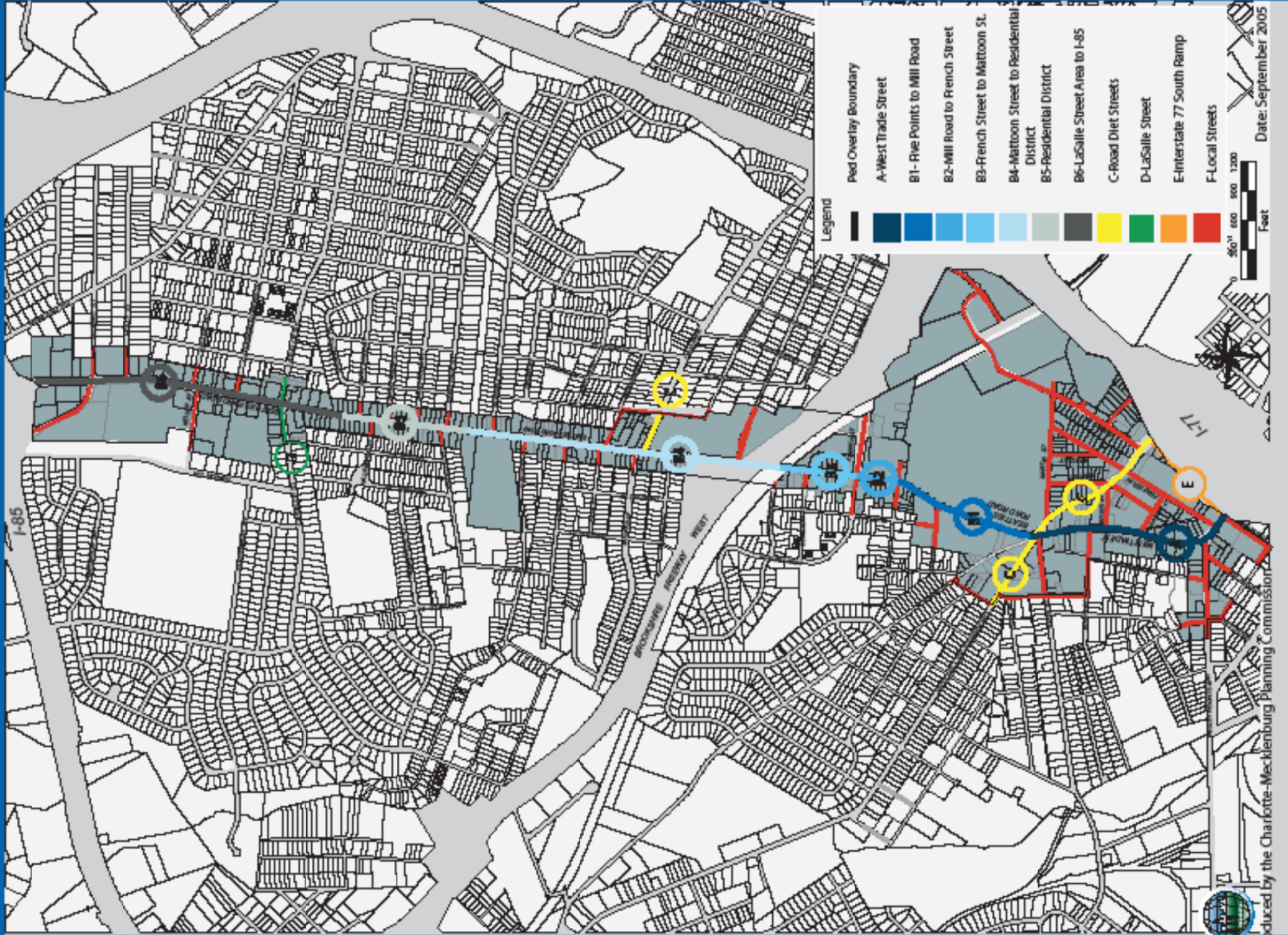
Narrow setbacks frame the street and improve pedestrian accessibility. The example above also shows open spaces for pedestrian activity.

of the roadway curb to the front of a building. Where buildings are set back far from the street, there is a sense of openness, privacy, and in some cases grandeur. Narrow setbacks, where buildings are closer to the public sidewalk, can provide enclosure, intimacy, and opportunities for interaction between the activity in the building and the public space.

The PED text states: **“The minimum setback will be measured from the back of all existing or future curbs, whichever is greater.”** (Section 10.803.3)

The setback area (located between the back of curb and the setback line) will include, at a minimum, the width needed for sidewalks and tree planting and any additional width that is deemed appropriate for the character of the streetscape. **Standards for setbacks, sidewalks, and planting strips will be met by developers who undertake new development or major renovations in the PED area. The standards also will apply in areas with urban zoning such as MUDD, UR-C and NS. All of Charlotte’s “urban” zon-**

West End PED Street Types



Produced by the Charlotte-Mecklenburg Planning Commission

ing districts defer to the City Council-adopted streetscape Plan. The required setbacks are defined in the cross-sections that follow for the different portions of streets in the West End plan area.

Tree planting requirements in this section will modify the “Perimeter Planting Requirements” in Section 21-13(C) of the Charlotte Tree Ordinance. However, all other requirements of the ordinance will apply to new development in the West End Pedestrian Overlay District.

Map 8 is a Street Typology plan that organizes the many different types of streets in West End. West Trade Street and Beatties Ford Road, Type A streets, are divided into three sections. Type B streets are minor thoroughfares or collectors. Local residential streets are low volume side streets that serve the neighborhoods.

Street Type A **West Trade Street**

Existing Condition: West Trade Street is a major thoroughfare with two travel lanes in each direction and a dedicated left turn lane that serves Wesley Heights Way. The existing street width is insufficient for on-street parking.

The curb to curb dimension varies along West Trade Street, and is widest south of Wesley Heights Way. The topography, road curvature and unusual parcel configurations create a variety of issues related to street design and development. This section of West End has a high level of pedestrian activity with no defined mid-block crossing opportunities.

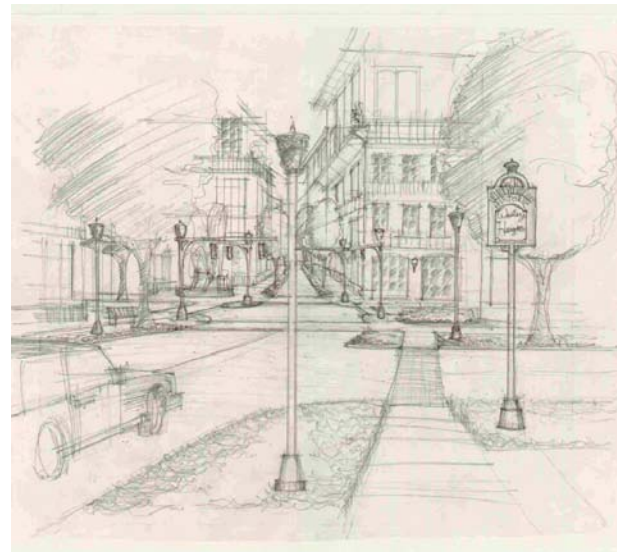
Street Layer: The Plan maintains the existing curb location in Street Type A. It recommends an option for recessed on-street parking northbound between Montgomery Street and West Fifth Street and southbound between West Fifth Street and Wesley Heights Way. This will be done by recessing the curb for parking only at internal portions of the block, with the curblines at intersections remaining at current locations.

Pedestrian refuge should be provided where it is deemed necessary and feasible during the implementation phase.

Sidewalk/Pedestrian Layer: Existing setbacks along West Trade Street vary. The old icehouse building has a 40-foot setback. The old A&P grocery store, built in a traditional suburban plan, has a setback over 100 feet with parking in the front and along the side. Buildings with deep setbacks that do not have pedestrian connections to public sidewalks create pedestrian and vehicular conflicts.

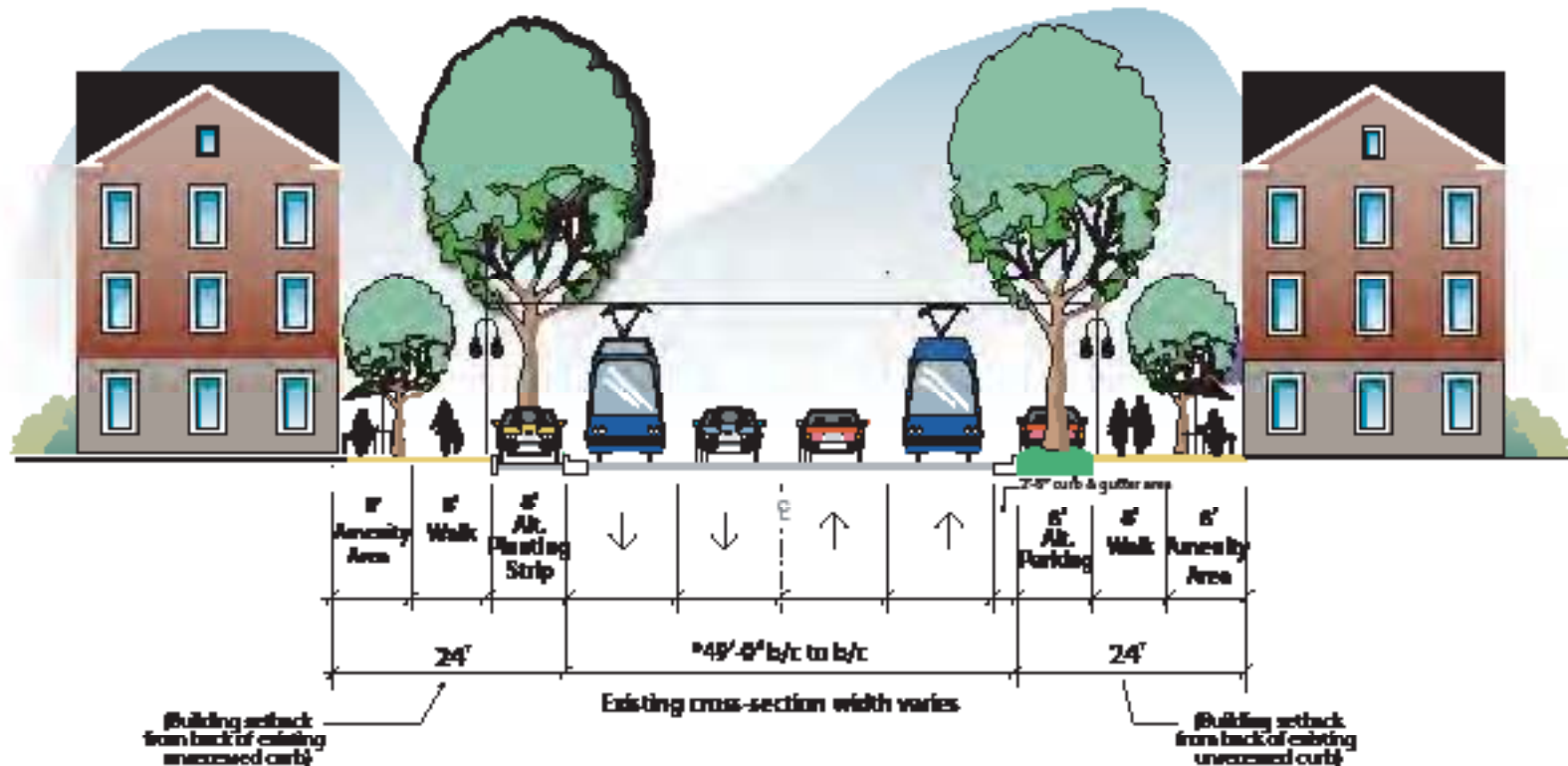
The minimum setback in Type A is 24 feet from the back of curb. Where the curb is not recessed for parking, the street cross-section will include an 8-foot planting strip with trees, and an 8-foot sidewalk. The remaining 8 feet may be used for landscaping, paved dining, extended sidewalk, or merchandising.

The 24-foot setback includes an option for recessed on-street parking which moves the curb back an additional 8 feet. The remaining 16 feet is for the sidewalk with enough space for pedestrian amenities, landscaping, cafe seating and street trees.



Proposed realignment and signalization design for the intersection of Frazier Avenue and West Trade Street.

Street Cross-Section Type 'A' *West Trade Street*



- *Provide pedestrian refuge and wider outside lanes where there is adequate width.
- *Recessed on-street parking is recommended in appropriate locations.
- *The street cross-section design for the proposed streetcar project may differ from the design shown above. However, the dimensions behind the curb will remain as shown.
- *The proposed streetcar will share a travel with other vehicles.

Where recessed on-street parking is installed, curbed planters will take the place of planting strips. In order to plant large maturing trees, planting islands will be used between parking bays.

When recessed on-street parking is provided, tree spacing and planting requirements will be determined by the City of Charlotte's Urban Forestry Department and the Planning Commission relative to the City of Charlotte's Tree Ordinance.

Architecture/Urban Design Layer: The CaroState Icehouse building at the corner of Bruns Avenue and the residence at 1716 West Trade Street are the last visual reminders of the type of uses that once could be found along West Trade Street. Future development should respect the historic context on and off of the corridor by paying attention to scale, aesthetics and design. Buildings should be located at the setback line and ground floors should include doors and windows with transparent glass.

Ideally, land uses should be mixed vertically to maximize development potential and to create a community that is rich in activities for all times of the day.

Street Type B1

Beatties Ford Road: Five Points to Mill Road

Existing Condition: Beatties Ford Road is a major thoroughfare, generally with two lanes in each direction, but with variations through its length. In the Type B1 section, the curb to curb dimension varies slightly. The widest section is near the Five Points intersection, narrowing slightly on the approach to Dixon Street. Granite curb can be found between Mechanics and Farmers Bank and Dixon Street while the remainder of the street has standard concrete curb and gutter.

Street Layer: The Plan maintains the existing curb location in Street Type B1. However, Charlotte Area Transit System plans for the new streetcar through this section may require a change to the existing cross-section and curb location.

Sidewalk/Pedestrian Layer: The minimum setback in Type B1 is 16 feet from the back of curb. The street cross-section will include an 8-foot planting strip with trees, and an 8-foot sidewalk. Currently, large mature oak trees and pedestrian scale lighting line the street. Care must be given when widening the sidewalk and planting strip to protect the existing canopy. Based on particular site conditions, a variation in sidewalk placement, either toward the curb or toward the building, may be authorized by the Planning Director in order to preserve existing mature trees. The species of new trees in the planting strips should be able to survive under the existing tree canopy.

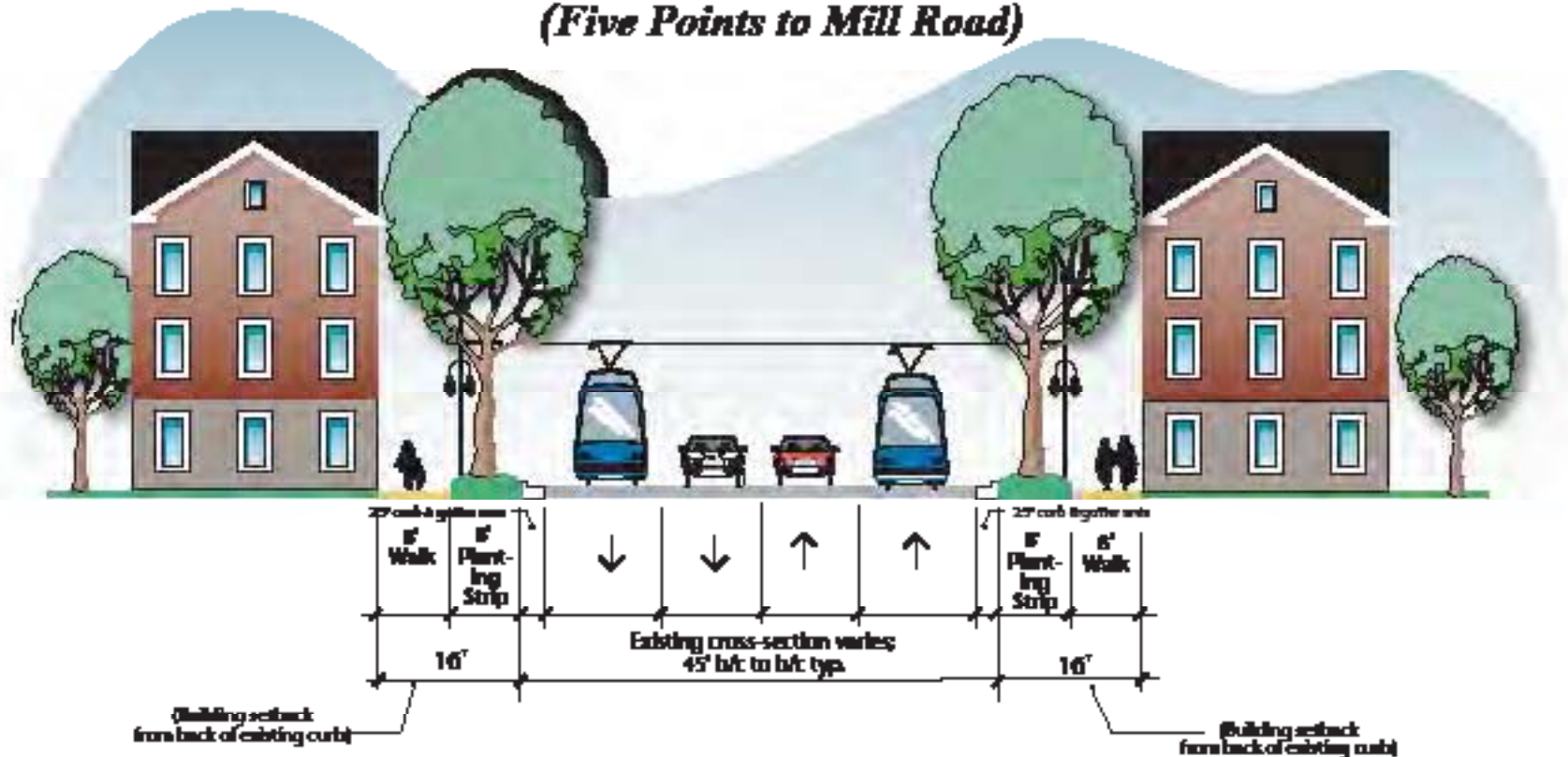
Architecture/Urban Design Layer: Though many structures have been torn down over the years the University District of Beatties Ford Road has a significant architectural presence.

Infill development (development on vacant land, greyfields or brownfields) on and around the campus of Johnson C. Smith University should enhance the existing structures and provide public space for residents and students. To give the campus a neighborhood feel the overhead walkway and security fence along the sidewalk next to the campus should be removed in the future.

New buildings should be placed at or near to the back of the sidewalk. Windows and doors should face onto the public sidewalk.

Higher intensity development that abuts residential developments should be sensitive to the character of those areas. Side elevations should not be heavily lighted and material choices should complement neighboring residences.

Street Cross-Section Type 'B1'
Beatties Ford Road
(Five Points to Mill Road)



- Pedestrian refuge islands should be located mid-block where additional width is available.
- The proposed streetcar project may recommend a street cross-section that differs from the existing curb to curb dimensions recommended. Proposed dimensions behind the curb remain the same.
- The proposed streetcar will share a travel with other vehicles.

Street Type B2

Beatties Ford Road: Narrow Three-lane section between Mill Road and French Street only

Existing Condition: The most narrow section of Beatties Ford Road is between Mill Road and French Street where a southbound travel lane is dropped for a short distance. This area is constrained by the former Grand Theater building at Mill Road and an undulating topography, though not as extreme as West Trade Street.

There are few structures that remain from Biddleville's origins. Therefore it is important to protect and reuse the Grand Theater and residential buildings from that era.

Street Layer: Vehicular traffic flows through the narrow section easily, therefore, widening the street to add a southbound lane is not necessary. The Plan maintains the existing curb location in Street Type B2.

Sidewalk/Pedestrian Layer: The minimum setback in Type B2 is 16 feet from the curb. The street cross-section will include an 8-foot planting strip with trees, and an 8-foot sidewalk.

These Pedestrian Layer standards are consistent with those for Street Type B1, and create continuity within the University District to Five Points.

Architecture/Urban Design Layer: Infill development should enhance existing structures and provide public space for residents and students. New buildings should be placed at or near to the back of the sidewalk. Windows and doors should face onto the public sidewalk.

Higher intensity development that abuts residential developments should be sensitive to the character of those areas. Side elevations should not be heavily lighted and material choices should complement neighboring residences.



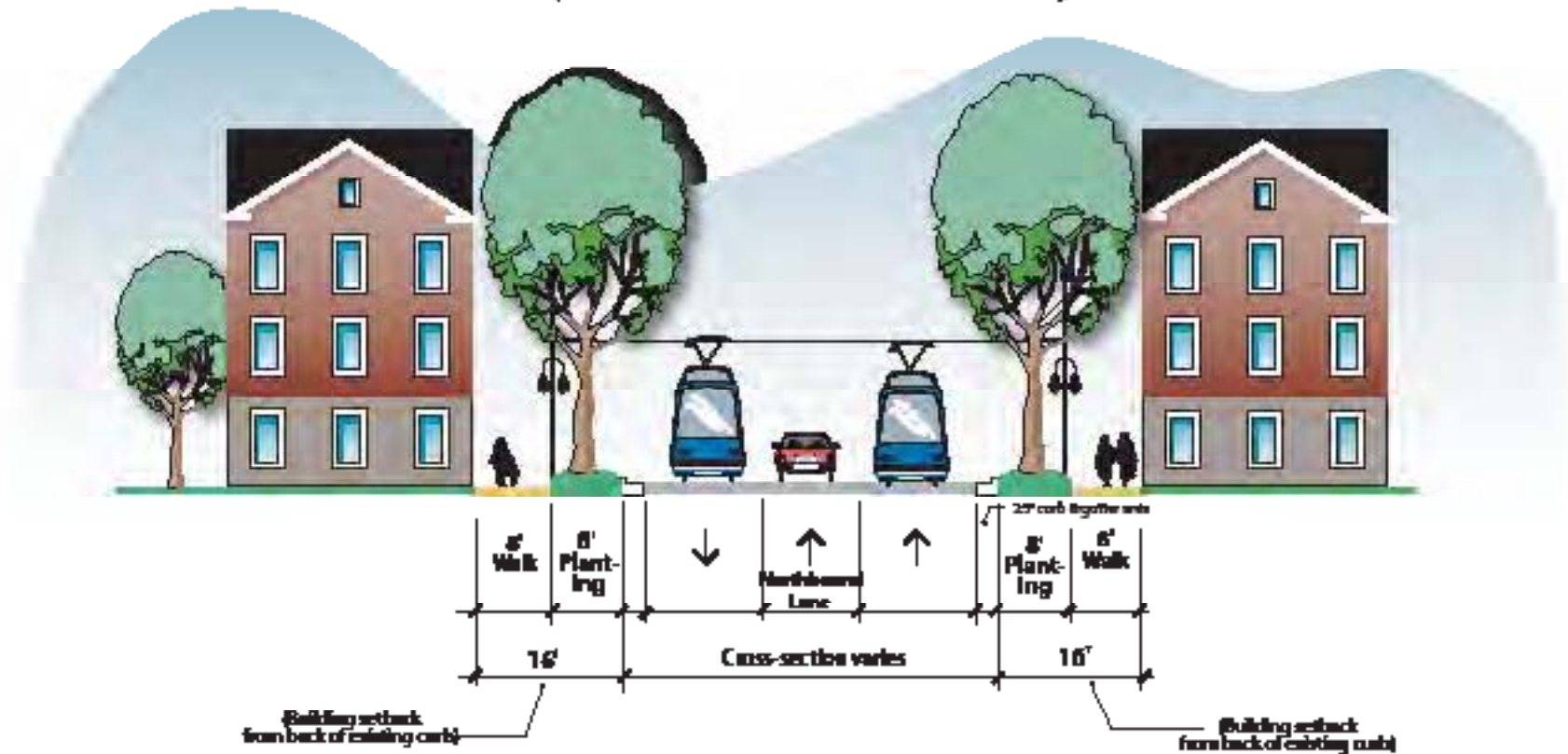
Example of the architectural vernacular of residences adjacent to Johnson C. Smith's main campus.



Public art projects can create an identity for communities.

Artwork by of Tejoula Turner

Street Cross-Section Type 'B2'
Beatties Ford Road-Existing Three Lane Section
(Mill Road to French Street)



- Pedestrian refuge islands should be located mid-block where additional width is available.
- The proposed streetcar will share a travel with other vehicles.

Street Type B3

Beatties Ford Road: French Street to Mattoon Street

Existing Conditions: This is a relatively wide section of Beatties Ford Road. It includes 4 lanes with a typical width of 53 feet. In this section one southbound lane is dropped to accommodate a dedicated left turn movement onto Brookshire Freeway.

There is a sparse mix of industrial, commercial, institutional and residential uses in this short section. Sidewalks are primarily 5 feet in width with no significant landscaping on either side.

Street Layer: The Plan maintains the existing curb location in Street Type B3. It recommends an option for recessed on-street parking between French Street and Mattoon Street. This will be done by recessing the curb for parking only at internal portions of the block, with the curblines at intersections remaining at current locations. recommends relocating curb where recessed on-street parking will occur.

Between French Street and the Brookshire Freeway bridge, there is enough pavement width to construct a narrow median without moving the curblines, while retaining the existing travel lanes. As this section redevelops, a median would help control left turn access at specified locations, improve the aesthetic quality, and provide pedestrian refuge.

Sidewalk/Pedestrian Layer: The minimum setback in Type B3 is 24 feet from the curb. Where the curb is not recessed for parking, the street cross-section will include an 8-foot planting strip with trees, and an 8-foot sidewalk. The remaining 8 feet may be used for landscaping, paved dining, extended sidewalk, or merchandising.

The 24-foot setback takes into consideration recessed on-street parking which moves the curb back an additional 8 feet. The remaining 16 feet is for the sidewalk with enough space for pedestrian amenities, cafe seating, street trees and transit amenities.

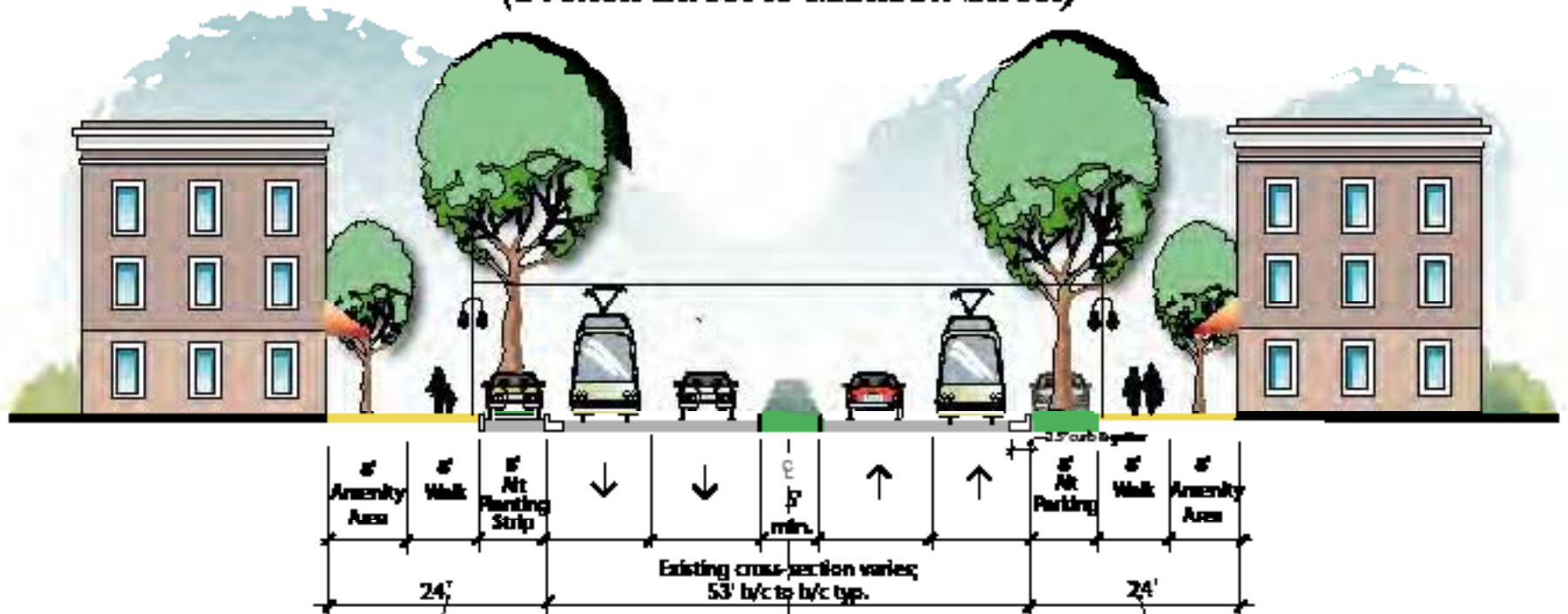
Tree planting in sections with on-street parking will occur in planter islands between parking bays, in planters or tree grates behind the curb, or and between the curb and building face along the sidewalk.

When recessed on-street parking is provided, tree spacing will still be determined by the City of Charlotte's Urban Forestry Department and the Planning Commission relative to the City of Charlotte's Tree Ordinance.

Architecture/Urban Design Layer: Areas where future development is most likely to occur should center around the existing street network. New streets should be added between long blocks to create an urban, walkable area. The existing single-family residences along Beatties Ford Road at French Street should be relocated to single family lots within the Biddleville community.

New buildings should be placed at or near to the back of the sidewalk. Windows and doors should face onto the public sidewalk.

Street Cross Section Type 'B3'
Beatties Ford Road
(French Street to Mattoon Street)



(Building setback from back of existing curb) (Building setback from back of existing curb)

Section B3 is a wide section with enough pavement to keep four travel lanes while building a landscaped median without moving the curbline.

If the median is not constructed the existing four lane, undivided cross-section will remain.

The dimensions behind the curbline remain the same for either option.

The proposed streetcar will share a travel with other vehicles.

Street Type B4

Beatties Ford Road: Mattoon Street to the Residential District just south of St. Paul Street

Existing Conditions: The existing cross-section is four travel lanes with no median or signalized crossings. In this section the setbacks generally vary between 9 feet and 45 feet. The Vest Water Treatment Facility has a deeper setback with parking to the side and rear of the building.

Land uses in this section have generally shifted from residential to non-residential over the years, prompted by the construction of Brookshire Freeway. The existing development pattern is somewhat fragmented in this section.

Street Layer: The Plan maintains the existing curb location in Street Type B4. However, pedestrian refuge islands and/or signalized mid-block crossing are recommended at high pedestrian travel locations.

Sidewalk/Pedestrian Layer: The minimum setback in Type B2 is 16 feet from the back of curb. The street cross-section will include an 8-foot planting strip with trees, and an 8-foot sidewalk.

Architecture/Urban Design Layer: The blocks between the Brookshire Freeway ramp and Renner Street should be built in a compact, vertically integrated form with ground level retail uses. See the Land Development Concept for District 4 in the preceding Part II of this Plan.

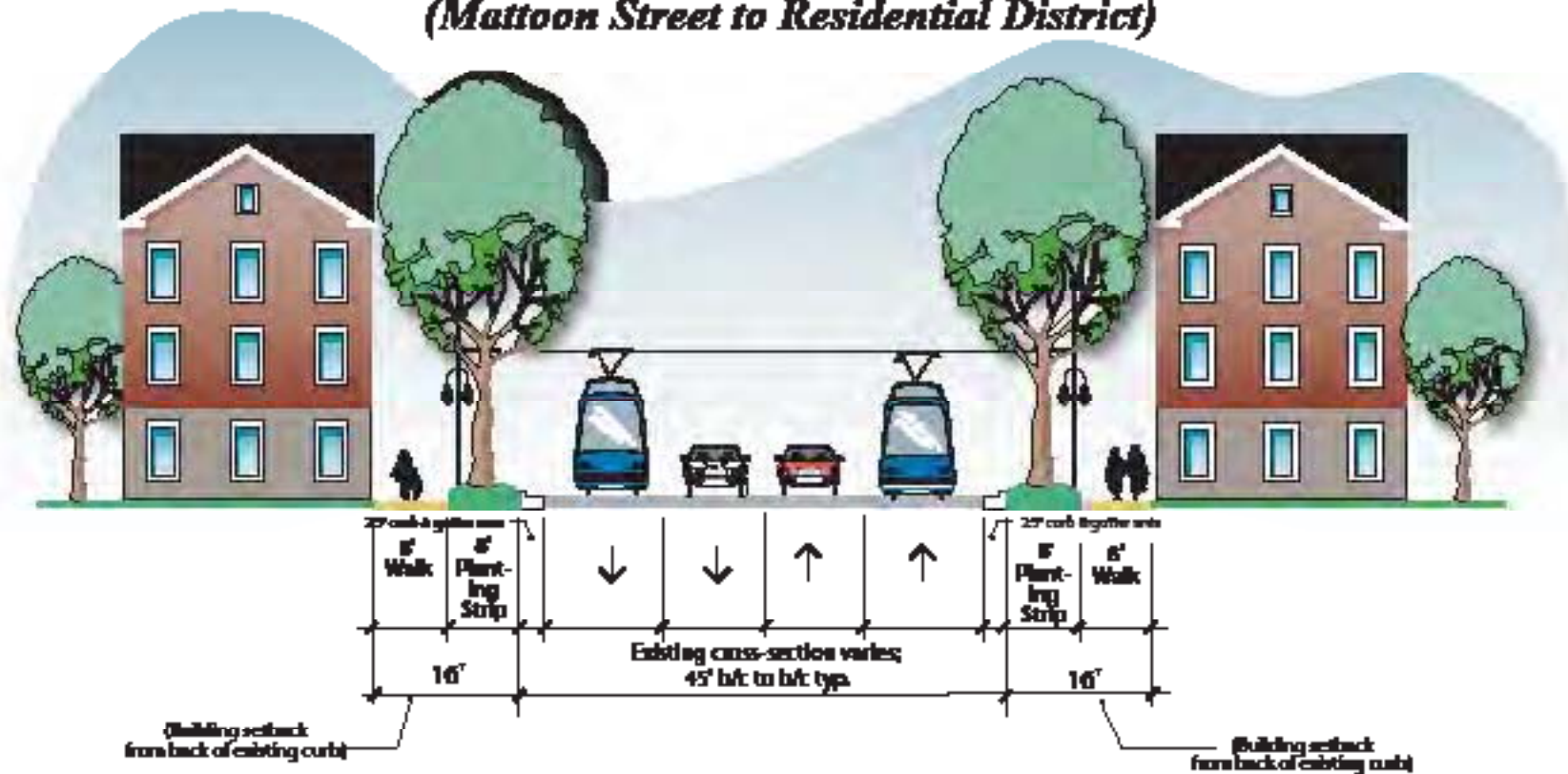
New buildings should be placed at or near to the back of the sidewalk. Windows and doors should face onto the public sidewalk.

The Charlotte Mecklenburg Utilities department is planning to expand the existing water treatment facility, therefore, it is doubtful any redevelopment will occur on that site. However, the edges of the site should be improved to smooth the transition from an industrial use into the McCrorey Heights community.



Single family uses still remain in commercial districts near French Street.

Street Cross-Section Type 'B4'
Beatties Ford Road
(Mattoon Street to Residential District)



- Pedestrian refuge islands should be selected at mid-block locations where additional width is available or can be obtained.
- The proposed streetcar will share a travel with other vehicles.



Some residences along Beatties Ford Road have unique architectural qualities which is an asset for the community.

Street Type B5

Beatties Ford Road Residential District: from just south of St. Paul Street to just north of St. Luke Street

Existing Conditions: In 2001 this section of Beatties Ford Road was widened from three to four lanes to accommodate vehicular capacity during peak traffic hours. There are no dedicated mid-block crossing opportunities for pedestrians.

The land use and zoning in this section is primarily single-family residential. Architecturally, the style of residences along the street complement the surrounding neighborhood. At least one home in this section could be a candidate for historic landmark designation.

Street Layer: The Plan recommends maintaining the existing cross-section with the addition of pedestrian refuge islands at specific locations and/or pedestrian crossing signals mid-block. Widening the road for a continuous median with turn lanes would destroy the remaining physical context in this area.

Sidewalk/Pedestrian Layer: The Plan recommends 8-foot planting strips and 6-foot sidewalks in this section. Because this section has a different context than others along the corridor, the sidewalks are narrower to reflect the single-family land use. Uses of higher intensity, such as commercial, would require wider pedestrian areas, thus pushing the impact of that development further into the neighborhood.

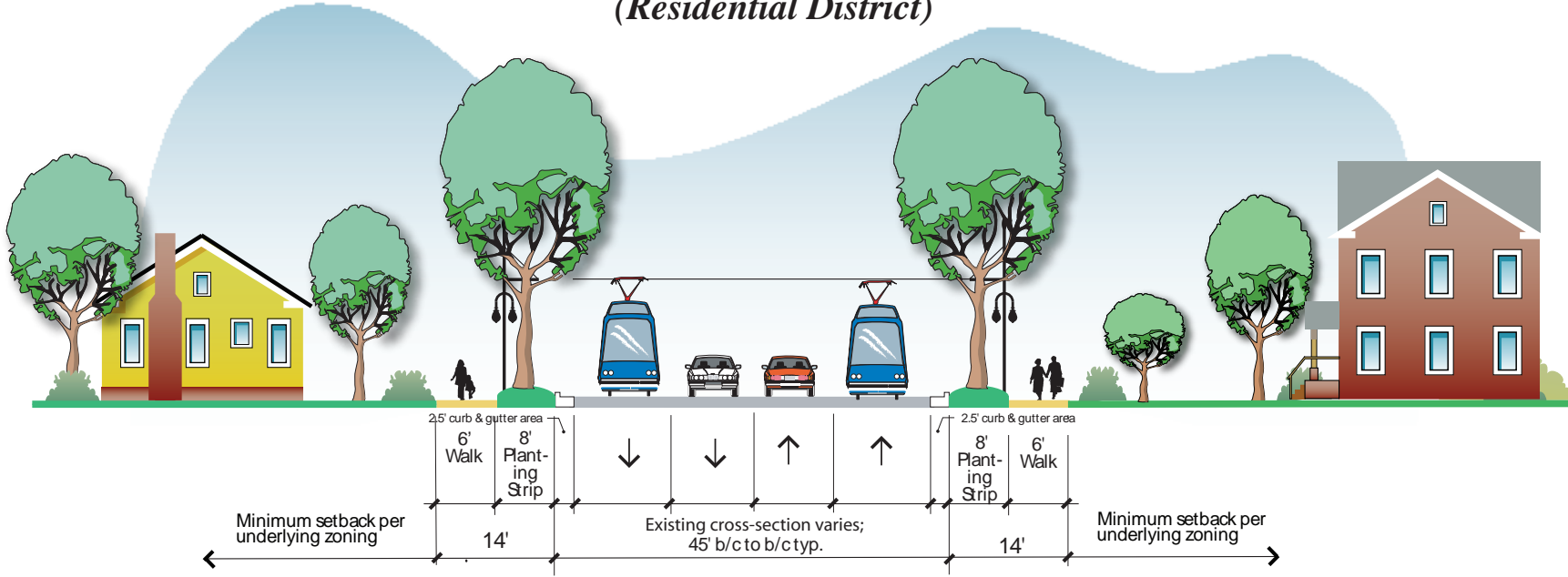
Architecture/Urban Design Layer: Future development in this section should complement the surrounding communities and enhance the single-family residential character of this section of the corridor. Residential structures that enhance the quality of the streetscape should remain to create a diverse selection of single-family architectural styles along Beatties Ford Road.

The abrupt transition from residential to commercial that exists today should be more gradual as redevelopment occurs. Commercial uses near LaSalle Street should have design details that are sensitive to adjacent residential buildings.



Example of commercial development with architectural detail on all sides.

Street Cross-Section Type 'B5'
 Beatties Ford Road
(Residential District)



- * Pedestrian refuge islands should be located mid-block where additional width is available or can be obtained.
- * The proposed streetcar will share a travel with other vehicles.

Street Type B6

Beatties Ford Rd: from the Residential District just north of St. Luke Street to I-85

Existing Conditions: The Commercial/Civic District has the widest cross-section in West End at 59 feet from curb to curb. The existing design has a continuous center lane for left turns and two travel lanes in each direction. The average daily traffic volume for this section is 25,500. That number is expected to decrease as existing highways are widened and new roads constructed.

This area is the busiest in terms of vehicular and pedestrian movement. Driveways occur frequently in this section with parking lots between the sidewalk and buildings. A new traffic signal was installed at Gilbert Street in 2004. However, the intersection is still daunting for pedestrians due in part to large corner radii and deep building setbacks.

Street Layer: The Plan maintains the existing curb location in Street Type B6.

There is an immediate need to provide pedestrian refuge, calm traffic and control left turns in this section. To transform this car-oriented roadway into a more pedestrian-friendly streetscape, the following improvements are recommended:

- Replace the center lane with a landscaped median, with left turn lanes at appropriate intersections
- Provide opportunities for pedestrian refuge in the median
- Allow recessed on-street parking as redevelopment occurs
- Consolidate driveway entrances wherever possible to reduce the number of vehicle-pedestrian conflicts

Sidewalk/Pedestrian Layer: For a heavily traveled pedestrian environment the sidewalks in this district are undersized with minimal separation from vehicular traffic. The existing 5-foot sidewalks and 5-foot planting strips are inadequate.

The minimum setback in Type B6 is 24 feet from the curb. The street cross-section will include an 8-foot planting strip with trees, and a 16-foot sidewalk/pedestrian amenity zone. A 8-foot width of sidewalk should be kept clear for pedestrian travel. The wide sidewalk accomplishes several important goals:

- It provides necessary space for pedestrians in the commercial oriented area
- There is additional space for retail sales, seating and other amenities
- Additional tree planting can be provided near the building.

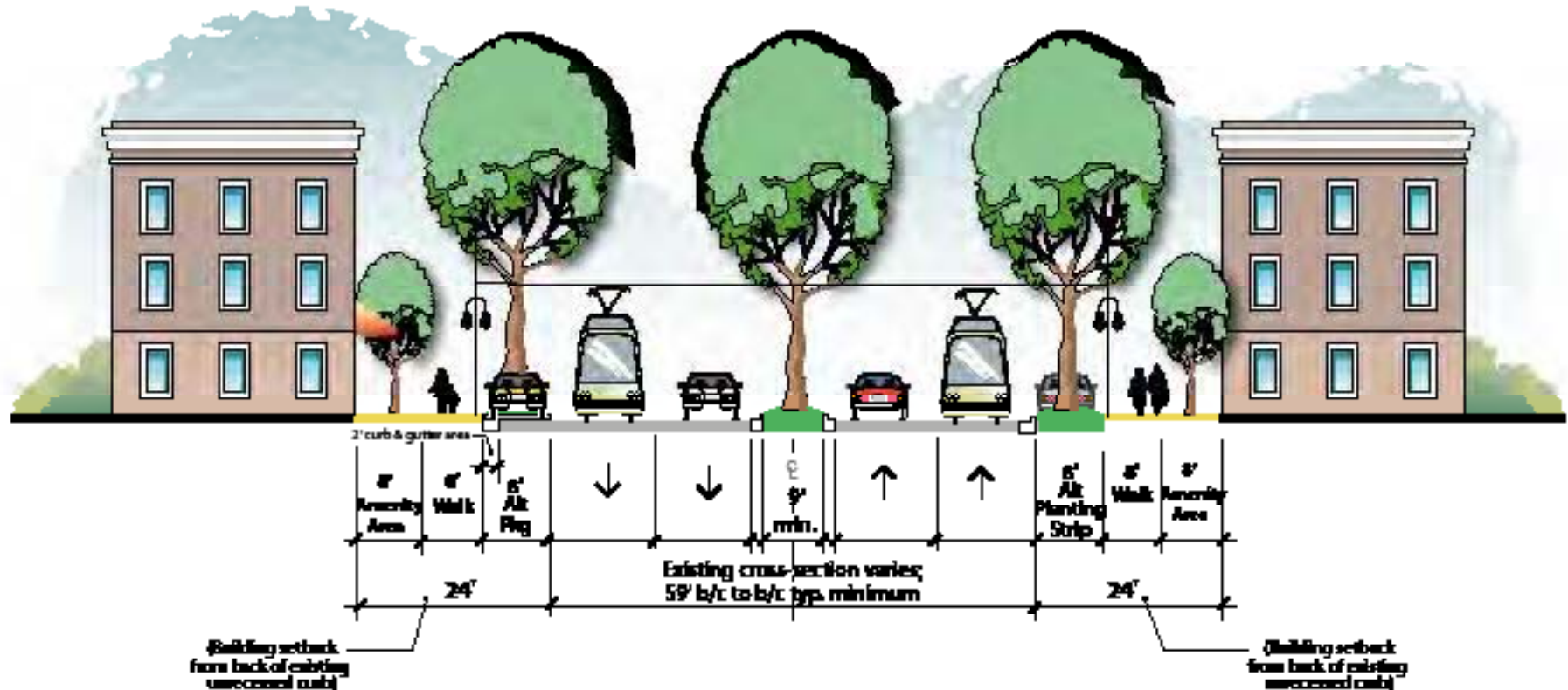
Recessed on-street parking is recommended for this section requiring the need for planter islands for tree planting between parking bays. To meet the Tree Ordinance, additional planting may be required between the curb and building.

Architecture/Urban Design Layer: This section of Beatties Ford Road was built in a typical suburban commercial pattern with predominately single-story buildings.

The Plan recommends buildings that are easily accessible and attractive for pedestrians. New buildings should be placed at or near to the back of the sidewalk. Windows and doors should face onto the public sidewalk

The Civic component of this district should refer to civic ‘spaces’ as well as civic uses. Public space should be thoughtfully integrated into redevelopment projects. Ideally, they should be a catalyst in the planning phase instead of being included as an afterthought.

Street Cross Section Type 'B6'
Beatties Ford Road
(Residential District Area near LaSalle Street to I-85)



(Building setback from back of existing unexcavated curb)

(Building setback from back of existing unexcavated curb)

- Short term improvements to Section B6 include replacing the center turn lane with a median and left turn lanes at intersections. The existing lane dimensions do not change.
- The proposed streetcar will share a travel with other vehicles.

Street Type C

West 5th Street, Rozzelles Ferry Road, and Oaklawn Avenue

Existing Condition: These streets share similar characteristics. All of them are four lane undivided streets with no bike lanes. The land use is similar as well- commercial at the intersections and residential approximately one block away from the intersection. Traffic volumes are relatively low. West 5th Street and Oaklawn Avenue experience less than 8,000 vehicles per day and Rozzelles Ferry has about 16,000 vehicles per day.

Street Layer: Type C streets have adequate width and traffic volumes low enough warrant a ‘road diet’. A road diet is a roadway conversion tool that reduces the number of travel lanes and, typically, reallocates the extra width for other features such as bike lanes, medians or on-street parking.



Thoughtful layering of urban design elements will transform the Commercial District into an attractive destination.

The road diet has become a sensible design concept because it:

- Makes better use of excessive road width;
- Reduces design and construction costs by re-stripping the road instead of moving curbs;
- Creates a safer environment for motorists, and;
- Improves pedestrian mobility.

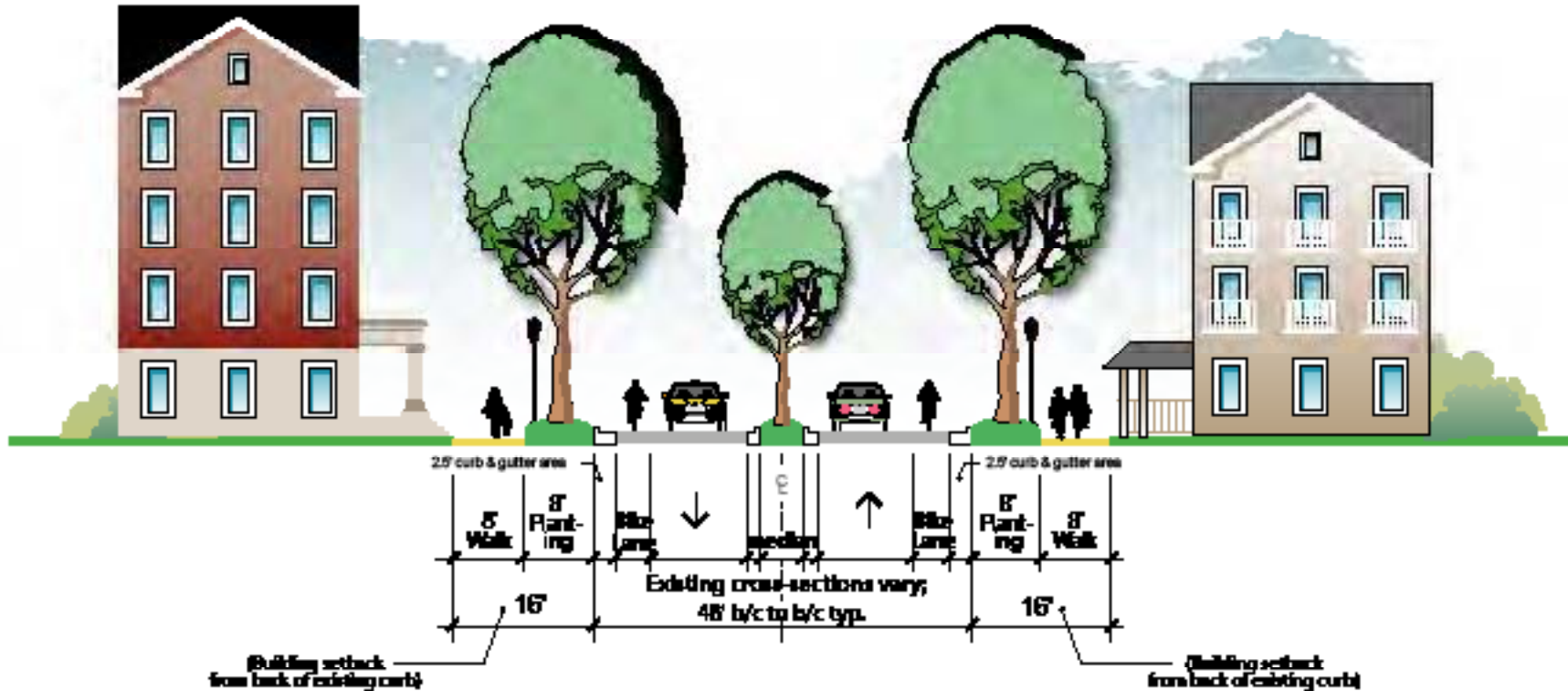
The Plan maintains the existing curb location in Street Type C. For each of the Type C streets, the number of travel lanes should be reduced from four to three. A design process, with public input, should be undertaken prior to implementing a road diet. This process should address how excess roadway width should be used.

At the time of this writing Rozzelles Ferry Road is in the design phase of a streetscape project that will implement a road diet. South of Stewart Creek the project includes pedestrian refuge islands, new sidewalks, trees and planting strips. The section north of the creek was added at a later date, therefore the scope was limited to a lane reduction, from four lanes to three, and the addition of bike lanes. Pedestrian refuge in the north section may be added at a later date.

Pedestrian/Sidewalk Layer: Existing setbacks vary on all of these streets. Houses along West 5th face the local residential streets and not the thoroughfare. Rozzelles Ferry Road and Oaklawn Avenue have a distinct single-family residential character just beyond the PED area.

The minimum setback in Type C is 16 feet from the curb. The street cross-section will include an 8-foot planting strip with trees, and an 8-foot sidewalk.

Street Cross-Section Type 'C' (West 5th Street, Rozzelles Ferry Road and Oaklawn Avenue)



- A typical road diet may consist of medians, bike lanes and/or on-street parking. Specific road diet cross-section features for Type C streets will be defined as funding becomes available for streetscape improvements.



Rozzelles Ferry Road will be transformed into a more pedestrian friendly streetscape.

Architecture/Urban Design Layer: The activity level on these streets will be less intense than along West Trade Street and Beat-ties Ford Road. As such, the minimum setback along Type C streets is 16 feet.

Some buildings may be solely residential while others may have a non-residential component on the ground floor. For residential buildings the first floor should be at least 2 feet above ground level to provide for a measure of privacy at windows. Contrasting elements such as differentiation in materials, color, facade depth, landscaping and architectural details should be used to create a pleasant experience .

Higher intensity development that abuts residential developments should be sensitive to the character of those areas. Side elevations should not be heavily lighted and material choices should complement neighboring residences.



The first floor of residential buildings should have dwelling entrances opening onto the street, and should be raised above ground level. to provide a measure of privacy.

Street Type D

LaSalle Street

Existing Condition: Within the study area along LaSalle Street is a sparse mix of commercial uses assembled in a pedestrian un-friendly manner. However, there is a sidewalk connection from the street to the University Park Shopping Center.

On the west side of Beatties Ford Road there is planting strip with trees between the sidewalk and curb. On the east side the sidewalk is behind the curb on both sides of the street.

Street Layer: Bike lanes are recommended on LaSalle Street in the future. This means that the future curblines move back from the existing curblines by 4 feet on either side.

Pedestrian/Sidewalk Layer: This is a busy pedestrian environment. The minimum setback in Type C is 16 feet from the curb. This setback includes an 8-foot planting strip with trees and an 8-foot sidewalk.

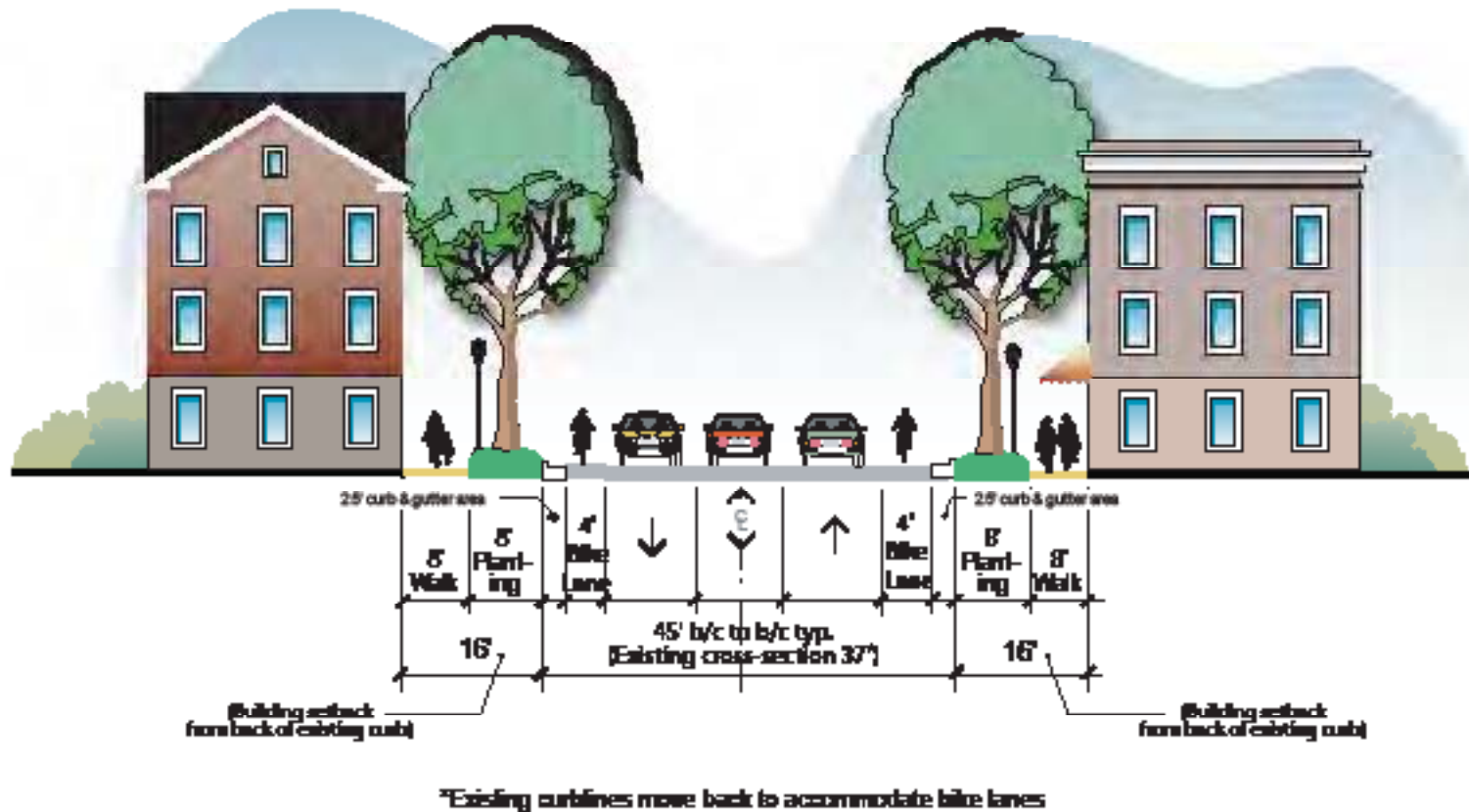


The ground level retail uses in this building are enhanced by a generous use of clear glass for the store fronts.

Architecture/Urban Design Layer: With the exception of the Northwest Community Service Center, parking separates pedestrians on the sidewalk from the buildings. New development should be located at the back of the sidewalk, and should provide doors out to the sidewalk. On the ground floor, commercial uses should have clear glass storefronts at eye level.

Higher intensity development abutting residential developments should be sensitive to the character of those areas. Side elevations should not be heavily lighted and material choices should complement neighboring residences.

Street Cross-Section Type 'D' *LaSalle Street*



Street Type E

I-77 South Exit Ramp/Tarlton Hills

Existing Condition: This infrequently used off ramp is a two-lane, one way street. Because it is a highway ramp, there are no sidewalks or bike lanes. A concrete monolithic median separates the south and north lanes. The West 5th Street/I-77 ramp intersection is excessive in width for the amount of vehicular traffic that travels through it.

Street Layer: The land use plan recommends higher density residential development that would front the I-77 ramp and West 5th Street. Several solutions exist that would create a residential street.

The future cross-section for this roadway will need to be addressed in conjunction with NCDOT's future plans for I-77 to avoid conflicts. City Staff have identified two options:

- Option 1: Create recessed on-street parking by constructing curb extensions; add a bike lane between the parking bays and travel lane
- Option 2: Make the road a two-way local street

The road and the intersection at West 5th Street should be completely redesigned to maximize pedestrian mobility.



First Ward residences near I-277



Development concept for the intersection of West 5th Street and the I-77 South Ramp.

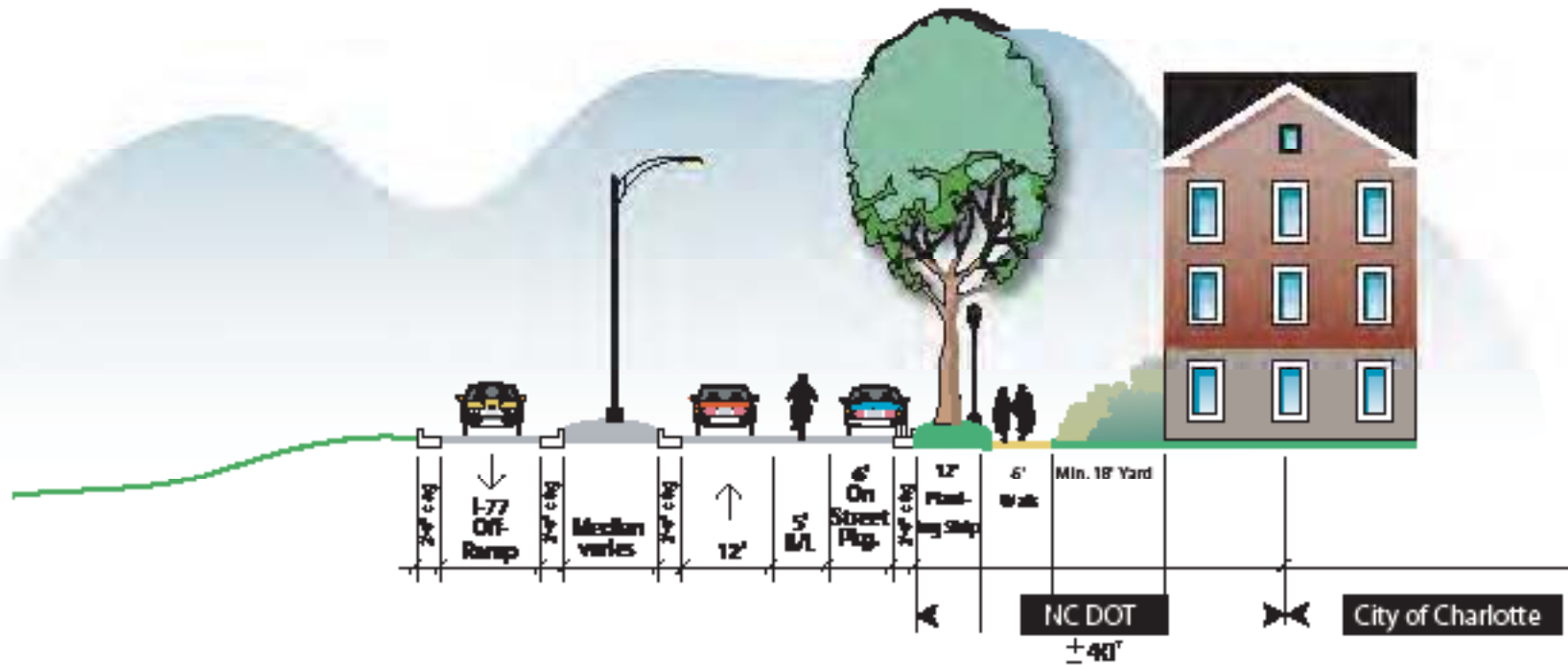
Pedestrian/Sidewalk Layer: The Plan recommends adding a continuous 6-foot sidewalk from West 5th Street to West Trade Street. To buffer the residential development and pedestrians from I-77 traffic, a 10-foot planting strip with large maturing trees is recommended.

Architecture/Urban Design Layer: The vision is to develop a residential development that is monumental and progressive, creating a symbolic gateway into West End from Center City.

The development should be built around civic spaces and short walkable blocks with on-street parking on every street if possible with connectivity to all corridors.

New buildings should be placed at or near to the back of the sidewalk. Windows and doors should face onto the public sidewalk. For residential buildings the first floor should be at least 2 feet above ground level to provide for a measure of privacy at windows.

Street Cross Section Type 'E' *Interstate 77 South Exit Road*



The Plan recommends a reallocation of the existing cross-section.
This concept is one of several options that creates a street for residential development and pedestrian activity.

Street Type F

Local Residential Streets

Existing Condition: Side streets are in various states of completeness. They are a mix of the following conditions:

- Vertical curb, no gutter;
- Valley curb and gutter;
- On -street parking on one or both sides;
- No on-street parking;
- Sidewalk on one or both sides;
- Planting strip on one or both sides;
- No planting strip or sidewalk.

Street Layer: While the existing streets vary from block to block, they generally are sufficient in width to meet continuing travel and parking needs. Most have one lane of traffic in each direction and parallel on-street parking on one or both sides. This plan maintains the existing traffic lane widths and curb lines on Type F Streets.

Pedestrian/Sidewalk Layer: Within the PED overlay zoning district, the minimum building setback for this type is 14 feet from back of curb. On both sides of the street, a planting strip with a minimum width of 8 feet will adjoin the curb, with trees required along the curb in accordance with the Charlotte Tree Ordinance. In commercial areas within the PED overlay district, a minimum 6-foot sidewalk will adjoin the planting strip. In single-family areas, the sidewalk width should be at least 5 feet.

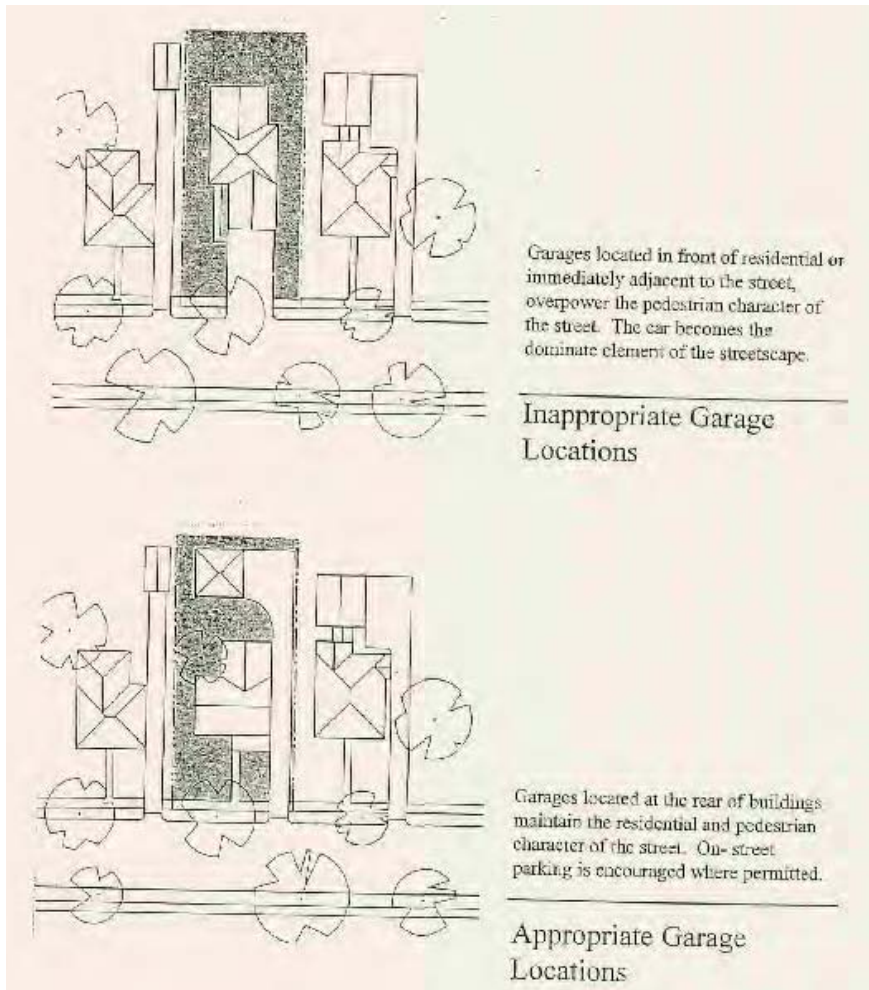
Where it is not practical to plant in the ultimate planting strip location, small maturing trees should be planted in an interim planting strip. Tree planting plans for new development must conform to the Charlotte Tree Ordinance requirements.



All local residential streets should have sidewalks on both sides with planting strips.

Where the Planning Director determines, in consultation with Charlotte Department of Transportation, that there is inadequate street width for on-street parking, recessed parallel parking spaces may be substituted for the planting strip as provided for certain other area street types, provided that alternative arrangements are made onsite to maintain the perimeter planting requirements of the Charlotte Tree Ordinance.

Architecture/Urban Design Layer: The minimum setback for this street type is 14 feet. However, in Historic Districts, future development should match the established setback of residential structures. For example, in Wesley Heights the existing setback on most streets is 30 to 40 feet. Therefore, new development should be consistent with the established setback dimension.



Side elevations on residential structures should be articulated with architectural details, material changes, windows, stoops, porches and other appurtenances to create residential designs that enhance the quality of West End neighborhoods.

Higher intensity development that abuts residential developments should be sensitive to the character of those areas. Side elevations should not be heavily lighted and material choices should complement neighboring residences.



Less desirable garage location



A preferred garage location

Garages should be flush or set back from the facade or rear loading.

In areas that are not protected by the local historic district zoning overlay, new residential development should be designed with a majority of durable, high quality materials such as brick, hardy plank/wood siding, cedar, stone, etc. Vinyl siding, if used, should cover no more than half of a residential structure.

Street Cross Section 'F' *Local Streets*



- Curb extensions to be constructed at intersections to create recessed on-street parking spaces along streets that have adequate width (i.e. Wesley Heights Way)
- Setback regulations in Historic Districts override PED standards
- Setbacks in non-Historic Districts areas of the PED overlay will be 14'
- Development that requires on-street parking will be reviewed on a case-by-case basis

3. Recommended Streetscape and Transportation Improvements

As with most plan recommendations, the changes reflected in this document for new construction will happen over time. This plan is not recommending road widening for additional automobile travel lanes; however, in some cases, right-of-way will need to be reserved for features like on-street parking, medians and/or bike lanes.

Major changes recommended for the streets in West End may not occur for many years, however, due to right-of-way and funding constraints. Minor improvements within the public right of way will be made subject to the availability of funding.

The implementation of the proposed streetcar system along this corridor is another factor that will have an impact on the area. It is anticipated that streetcar service that will operate on a rail system in mixed traffic. As study on the system continues, it may entail further changes to the street layer.

Site-Specific Recommendations

The following recommendations are projects for specific locations, identified as part of the West End planning process:

District 1

West Trade Street at Wesley Heights Way: A traffic signal and realignment of the intersection should be considered at this location to accommodate pedestrian movement across West Trade Street.

West Trade Street between Wesley Heights Way and Bruns Avenue: Bruns Avenue is an offset intersection and should be realigned on the northbound side of West Trade Street. Along with improving left turn movements, this will also create a more attractive block for redevelopment.

West Trade Street Connection to Auten Street: A new street connection from West Trade Street to Auten Street is recommended to create a new block and improve connectivity along West Trade Street and within Seversville.

I-77 Overpass at West Trade Street: At this bridge, a highly visual public art project should be constructed to create a gateway to and from West End. Other improvements include landscaping existing concrete islands, upgrading pedestrian lighting and improving pedestrian crossings.

West 5th Street at I-77 South Ramp: This intersection should be redesigned for better pedestrian mobility by:

- Removing turn lanes onto the ramps where feasible;
- Reducing the curb radii;
- Adding pedestrian scale lighting;
- Constructing ADA curb ramps;
- Landscaping existing monolithic islands;
- Integrating a highly visual public art installation at the intersection;
- Signalizing the intersection if necessary.

Rozzelles Ferry Road and West 5th Street: Future traffic counts suggest a road diet to two travel lanes with bike lanes and center median/turn lane is an appropriate design for this section.

I-77 South Ramp: Between West 5th Street and West Trade Street, behind Tarlton Hills, is the NCDOT owned I-77 South ramp. The street handles approximately 2200 vehicles per day and could potentially function as a local residential street rather than a freeway ramp. Stakeholders will work with NCDOT to develop a street plan that allows sidewalk, planting strip, street trees and vehicular access along the ramp to encourage and facilitate adjacent redevelopment.

District 2

Five Points Intersection: To reduce the width of the intersection City staff should determine if there is sufficient pavement width to add a median for right turn movements onto Rozzelles Ferry Road from Beatties Ford Road.

District 3

- *City Property:* The water tower at the Vest Water Treatment facility should be painted with a mural to create a unique landmark in the community.
- The City owned property at French Street and Beatties Ford should be considered a redevelopment opportunity for a market rate mixed-use project.

District 5

Beatties Ford Road between LaSalle Street and I-85: To beautify the street and improve the safety for motorists and pedestrians in this section of Beatties Ford Road, the following design elements should be added to the street:

- Install landscaped refuge medians in the center turn lane with dedicated left turn lanes to reduce the frequency of left turn movements
- Reduce curb radii at intersections
- Allow recessed on-street parking
- Add gateway elements at I-85 through public art initiatives.

General Recommendations

The following are general recommendations for improvements to the public right-of-way that will be **the subject of detailed engineering plans and further public input once funding is secured for their implementation.**

Short Term (0-5 years)- Changes to the existing street condition include, pedestrian refuge islands, bulb outs for on-street parking and transit facilities and intersection improvements. These options will be explored through an engineering study and a public input process when funding is available for such improvements.

Long Term (5 years or more)- Long term changes include but are not limited new streets, new street connections and streetcar implementation. **These options will be explored through an engineering study and a public input process when funding is available for such improvements.**

Changes to the road design and the possible implementation of any improvements to the roadway would be subject of a detailed engineering study. Such a study would include recommendations for: 1) the appropriate locations for left turns onto side streets and left-turn lanes, 2) the provision and location of on-street parking and bicycle accommodations, 3) the location of transit stops, and 4) the possibility of additional improvements such as a planted median, pedestrian refuge islands, and bulb outs.



Example of a median with pedestrian refuge areas.

Design Concept for Signalized Intersections



Conceptual Plan

Existing pedestrian focused design.

Pedestrian friendly intersection design should include, at a minimum, the following elements:

- Minimal street crossing distances
- Easily identifiable and decorative crosswalks and ramps
- Narrow curb radius design
- Adequate lighting for pedestrians and motorists
- Landscaping and street trees
- Wide sidewalks



Volume 2: Implementation Plan



Volume 2: Implementation Plan

This volume outlines the key actions that are needed to implement the recommendations in Parts I through III of the Plan. This volume on implementation will not be adopted by elected officials, but many of the actions identified will require future action by City Council. These items will be brought forward on a case-by-case basis.

The work of transforming the West End streetscape will occur over many years and will require the efforts of local government, private property owners, residents and developers. The following is an outline of the responsibilities of the public and private sectors for implementing the Pedscape Plan.

1. Public Sector Responsibilities

The public sector will provide the policy basis (primarily through this plan), the oversight, and some infrastructure improvements for the implementation of the plan recommendations. However, the major changes to the corridor will become evident only as new private development begins to fill in the framework that the community and the City of Charlotte have laid out in this Plan.

Transportation Network and Streetscape Infrastructure Improvements

Local government will provide some investment in streetscape amenities that can be accommodated within the existing right-of-way. Major public investment in the form of constructing new roadway cross-sections will not occur until design details are in place and funding is available, and until interest in private redevelopment for the area has been demonstrated.

Streetcar Project

The Charlotte Area Transit System (CATS), in consultation with other City departments, is engaged in planning for a Streetcar system along Beatties Ford Road and other streets, through the Center City, and continuing eastward to Eastland Mall. Implementation of this transit line is an important element for the West End plan area.

Land Use and Community Design

Pedscape Plan Adoption and Overlay Zoning District: The Planning Department, in consultation with other City departments, is responsible for the preparation of this plan, and for guiding it through the adoption process.

The Planning Department also is responsible for initiating and guiding the rezoning process for adoption of the PED overlay district, and for the Corrective Rezoning outlined in Section 4 of this volume. The PED overlay zoning is recommended for most of the study area, excluding the District 4 Residential District and certain other single-family areas.



Example of streetcar transportation technology

Proposed Corrective Rezonings: The Planning Department also is responsible for initiating and guiding the rezoning process for the Corrective Rezonings recommended in this plan, as described in Section 4 of this volume.

Monitoring/reviewing new development plans (on-going): CMPC and other City departments will be responsible for the on-going plan review for new developments within the PED zoning area, as prescribed in the PED zoning standards. This responsibility will include ensuring that the standards of PED zoning and this plan are met by developers.

2. Private Sector Responsibilities

The private sector will be responsible for pedestrian-friendly development that is consistent with PED zoning requirements and the development standards of this plan. As soon as the PED rezoning has taken effect, development under the PED standards will be required for all new development and major renovation on the corridor.



The public sector will be responsible for most of the improvements to transit and infrastructure.

3. Shared Responsibilities

Municipal Service District-(MSD)

To create another revenue stream for improvements in West End, a Municipal Service District should be considered. University City and South End are taking advantage of this valuable economic development tool to encourage redevelopment, to bring additional resources to their community, and to make their communities sustainable.

Historic Districts

Residents in West End communities are concerned about the quality of new residential development. To control most aspects of the physical appearance of residential development, and to ensure compatibility of new development with the area's historic character, Historic District Overlays should be considered in neighborhoods where eligible.

Conservation District

There is a growing concern among residents that the original homes in the oldest West End neighborhoods (with the exception of Wesley Heights) are in danger of being replaced with residential housing of lesser aesthetic value and quality of construction.

Some neighborhoods may not be ready to absorb the changes that are associated with Historic District status or do not have a significant number of original structures left. Therefore, a "conservation district" could provide a level of protection for a community's historic fabric. Area residents and the public sector should work together to determine if such a district would be beneficial. The goal of the district would be to preserve existing structures and to encourage infill development that enhances the community.

Protection should be considered in Seversville, Biddleville, Smallwood, Washington Heights and McCrorey Heights.

Gentrification

Older residents, the physically challenged and the general population that falls below the average median income in Charlotte (teachers, laborers, police officers, and social workers, for example) frequently have difficulty purchasing and maintaining a residence near the Center City, especially as reinvestment occurs in these in-town neighborhoods, and as property values increase.

In order to keep neighborhoods diverse and livable for everyone, a strategy needs to be developed to help senior citizens and others with modest incomes remain in the community and to encourage renters and home owners to stay in their community by:

- Keeping property taxes manageable for seniors;
- Rewarding home buyers who remain in the community by lowering their rate of property tax increases;
- Creating a special tax rate for those with modest incomes.

Redevelopment Tools

In order to make the redevelopment process easier, more timely and less expensive, the public and private sectors must work together. Urban redevelopment projects are complex due to a number of factors, such as land assembly and high land costs. Public and private sector tools that might help support new investment and make redevelopment projects feasible should be explored.

4. Proposed Rezoning

As previously discussed in the Recommended Land Use section of this report, one critical implementation measure is publicly initiated rezoning consistent with the land use recommendations. Two rezoning elements are contemplated, as described below.

Proposed Pedestrian Overlay District

A transformation of the corridor into an urban, mixed-use environment has not evolved to date. The Pedestrian Overlay (PED) is intended to encourage and support this type of development. PED zoning is recommended for most of the study area, excluding the District 4 Residential District and certain other single-family neighborhoods. Map 9 shows the proposed PED rezoning area.

Proposed Corrective Rezoning

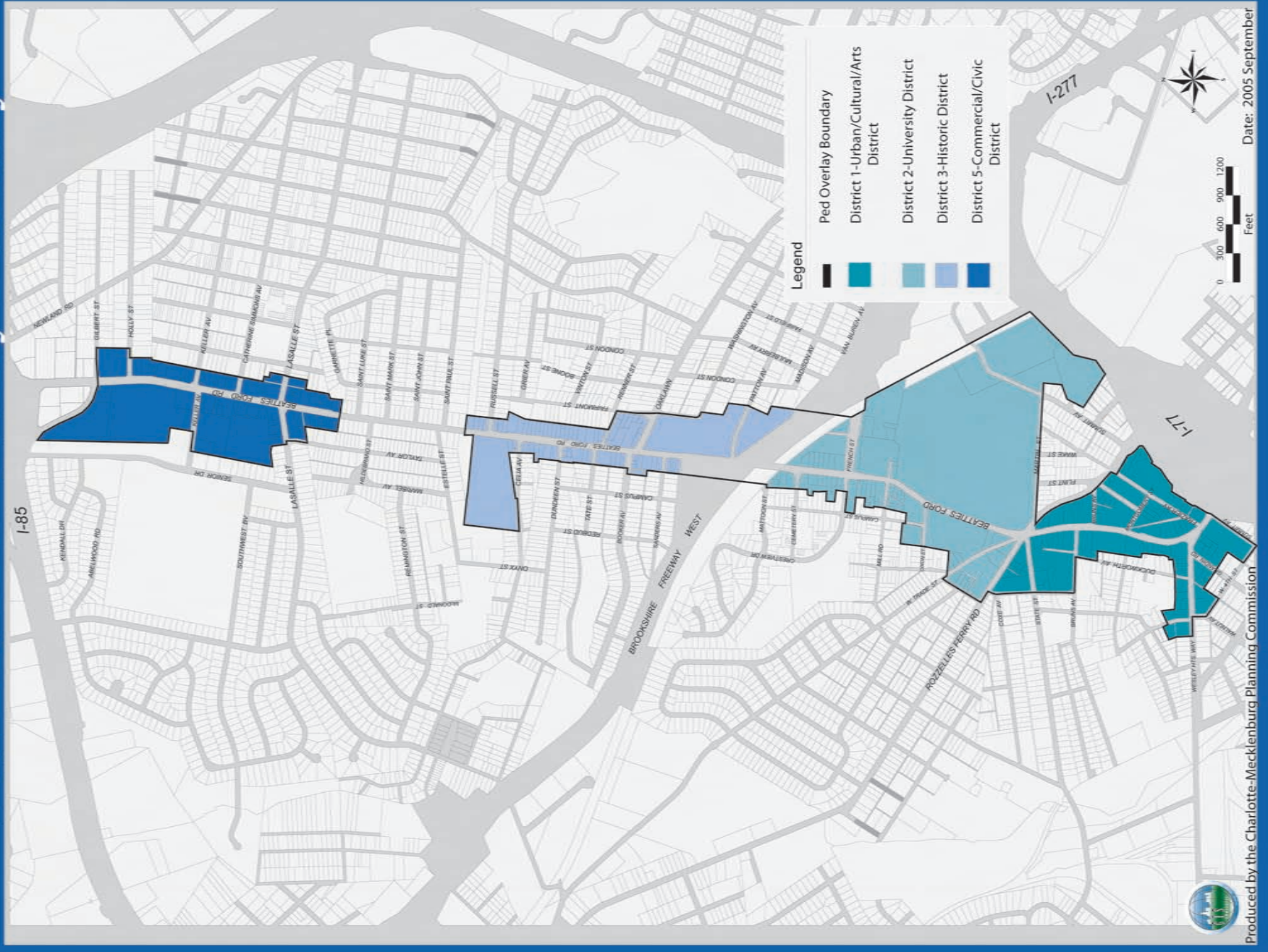
Most of the West End plan area is zoned B-1 and B-2. Some of the most important redevelopment areas are zoned I-1 and I-2. There remains potential for new uses that are incompatible with the vision for the area unless incompatible underlying zoning is changed.

The recommended changes to the underlying zoning are shown on Map 9. The following table highlights the recommended corrective rezonings. Area numbers correspond to the areas on Map 9.

Existing uses in these proposed areas may remain as nonconforming uses.

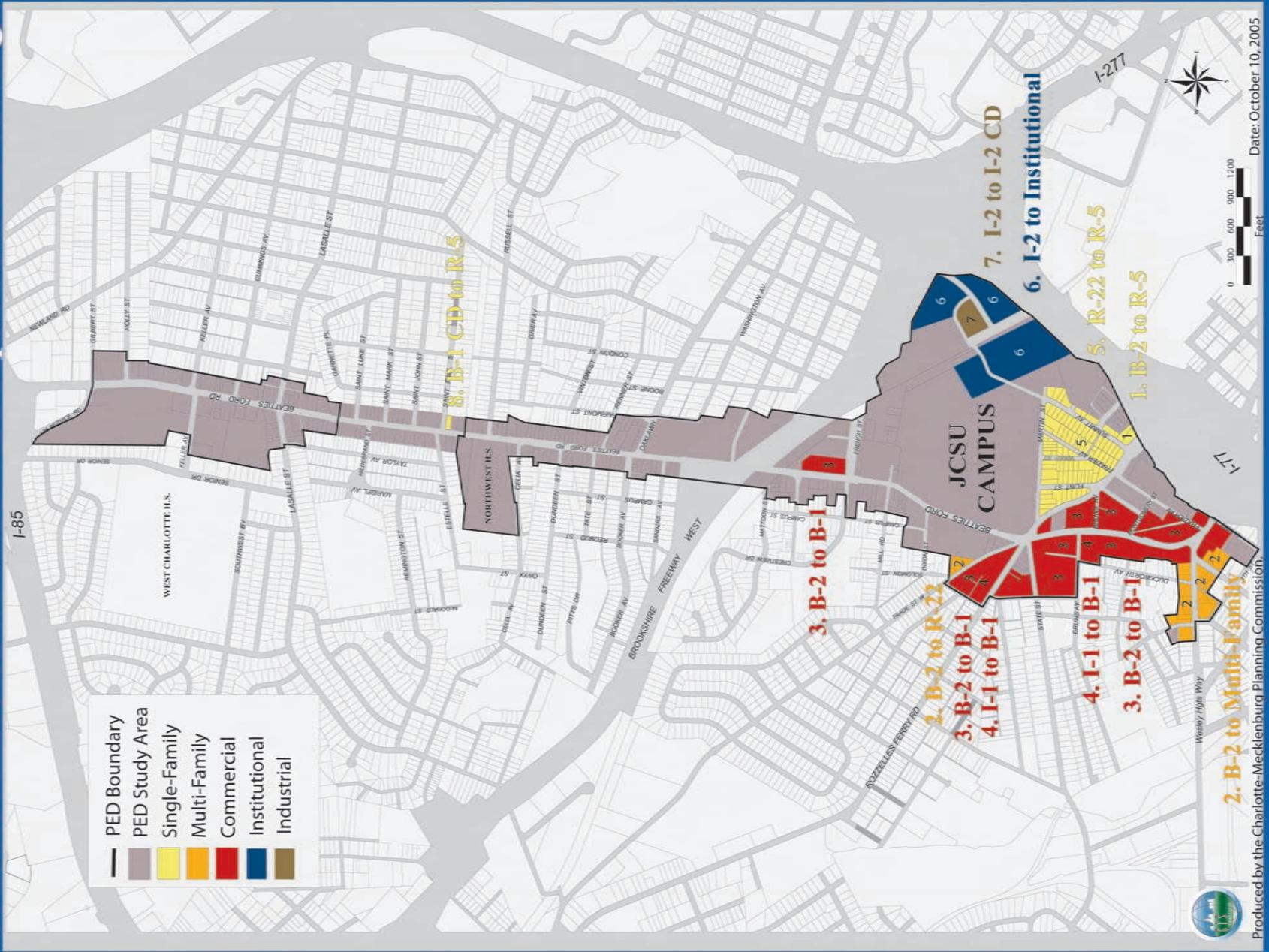
Area #	Existing Zoning	Proposed Corrective Zoning
1	B-2	R-5
2	B-2	R-22MF
3	B-2	B-1
4	I-1	B-1
5	R-22MF	R-5
6	I-2	Inst.
7	I-2	I-2 CD
8	B-1 CD	R-5

West End PED Overlay Boundary



Produced by the Charlotte-Mecklenburg Planning Commission

Revised-West End PED Proposed Rezoning



Produced by the Charlotte-Mecklenburg Planning Commission.

Planning Committee Comments

During the Plan approval process, the following points related to plan implementation were raised by Planning Committee members:

- *Residential rezoning:* Some members supported rezoning of the residential area south of Johnson C. Smith University (Map 10, #5) from R-22 to R-5. to preserve and strengthen the existing single-family neighborhood. The area has a high percentage of owner-occupied homes, and the rezoning would preserve and strengthen the neighborhood. However, it was noted that some of the housing appeared to be rundown and that a higher density might be needed to make this area feasible for redevelopment. Additionally, this seemed like a good location for higher density residential development. Committee members noted that multi-family development might be considered here in the future if it were developed appropriately.
- *Business area rezoning:* Committee members agreed in concept with rezoning of the business area of Beatties Ford Road south of Rozzelles Ferry Road (Map 10, #3) from B-2 to B-1. This would limit new uses incompatible with the vision for the district. However, the members emphasized that more detailed information on the existing uses, and the potential creation of non-conforming uses would be needed prior to a corrective rezoning.
- *Road diet:* Street cross-section type “C” recommends narrowing some roadways from 4 lanes to 2 lanes, where traffic volumes are low enough, to create a safer environment for motorists and pedestrians. Some commissioners were concerned that if the density of land uses in this area increases, 2 traffic lanes would not be sufficient to handle future traffic volumes. Such plans should be undertaken with due consideration of the traffic flow impacts.

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Appendix: Historic Districts and Landmarks



Drawing courtesy of LS3P

Appendix: Historic Districts and Landmarks

The section of the West End PED area between Summit Avenue, West 4th Street, Wesley Heights Way, and Grandin Road falls within the Wesley Heights Historic District. The Historic District also functions as a local overlay zoning district. The requirements of the Charlotte Historic District Commission and the current edition of the *Commission's Policy and Design Guidelines for Historic Property Owners, Businesses and Residents* will apply. These guidelines do not deal with issues of land use, but all matters of appropriate architectural design for overall preservation of the historic character of the Wesley Heights Local Historic District. **Any new development within the portion of the PED area that is also in the historic district must meet the minimum PED and Pedscape Plan standards.** The Historic District Commission may increase these requirements beyond the minimum PED and Pedscape standards.

The Historic District Commission's Guidelines cover the following issues in the Pedestrian Overlay District regulations (City of Charlotte Zoning Ordinance: Section 10.801-10.812; Historic District Ordinance: sections 10.201-217):

- Setback
- Minimum Side Yards
- Maximum Heights
- Parking Standards
- Outdoor Lighting
- Street Walls
- Structured Parking Facilities
- Canopies
- Building Entrances
- Signs, Banners, Flags and Pennants

There are nine structures that are registered with the Historic Landmarks Commission within the PED boundary and one that is adjacent to the PED boundary, Old Mt. Carmel Baptist Church. Four of these structures are on the campus of Johnson C. Smith University (JCSU).

Biddle Memorial Hall (JCSU)-The oldest surviving building on campus constructed in 1884. It is one of Charlotte's premier examples of Victorian architecture in an institutional setting.



*Biddle
Memorial
Hall*

Carter Hall (JCSU)-The oldest dormitory on campus constructed in 1895. This building is an example of Gothic Revival architecture, built mostly by students of the university (Biddle Institute at that time).



Carter Hall

Carnegie Library-1912 (JCSU)-Named after benefactor Andrew Carnegie, this is one of the earliest examples of Neoclassical architecture in Mecklenburg County.



Carnegie Library

Stone Entry Gates of Johnson C. Smith University (1929)-The monument was erected as a “symbol of the commitment to the school to be one of the best black colleges in the country”. It also designates the old entrance to the campus.



Stone Entry Gates of Johnson C. Smith University

George E Davis House (301 Campus Street)-This was the home of George E. Davis, Biddle Institute’s first black professor and important figure in Charlotte’s history. This house is described by historians as “the most imposing example of pre-World War II black residential architecture in Charlotte”.



George E.. Davis House with adjacent residences

Old Mount Carmel Baptist Church-1921 (412 Campus Street)-The church is of Victorian Gothic influence in the heart of Biddleville. The original congregation dates back to 1878. *Photo courtesy of the Levine Museum of the New South.*



Old Mount Carmel Baptist Church

Charlotte Water Works/Vest Station (Corner of Beatties Ford Road and Patton Avenue)-This art deco structure was built in 1924 with a major expansion occurring in 1939. Underneath the concrete stucco exterior is a full brick facade.



Vest Water Works

Excelsior Club (921 Beatties Ford Road)-What can be seen today is an Art Moderne structure that originally was a foursquare design built in 1910 in the Washington Heights community. The structure was transformed from a residence to the premier meeting facility for African-Americans in the early 1950's with major facade renovations. The club was the meeting place for a number of political, social, fraternal and civic organizations. World famous entertainers such as Nat King Cole also performed here.



Grand Theater (333 Beatties Ford Road) *Photo courtesy of James Peeler*



The Grand Theater then and now...



The Grand Theater is significant as the only movie theater surviving in Mecklenburg County that served African Americans exclusively during the Jim Crow era. Of the five black movie theaters built in Charlotte between 1920 and 1960, the Grand Theater is the only physical reminder of the limited entertainment options open to African Americans during segregation.

Architecture and Community Preservation



“So the new Charlotte rises, and remnants of an old Charlotte pass on.” Jack Claiborne’s *Charlotte*, 1974

Historic Preservation/Historic District Overlay

Aside from West Trade Street West End has an impressive historic fabric. Much of the original Biddleville character remains and several structures are historic landmarks. This section serves as a guide to consider the preservation of original West End structures that may be in jeopardy in the wake of redevelopment.

Historic preservation can be a time-consuming and costly endeavor. However, the rewards for protecting the historic fabric in our communities (locally or nationally) can be seen in Charlotte's oldest neighborhoods (Dilworth, Plaza-Midwood, NoDa, Wesley Heights, 4th Ward, Elizabeth, Wilmore).

For this effort to be successful the public and private sectors should work together to use incentive programs for the rehabilitation and reuse of important structures and take part in educating property owners and residents about the relevance of historic preservation. A list of architecturally and/or historically relevant structures that should be protected can be found on the following pages of this document. The homes and commercial buildings included in this section do not exclude others in the area that contribute to the historic West End community.

"Architecture is a continuing dialogue between generations which creates an environment across time." Vincent Scully



1700 West Trade Street
Jerusalem House of God-1930.

Potential Use-Artist studios/
gallery, Biddleville/West End
museum,



1716 West Trade Street
Residence-1900.

Potential Use-Relocate to
a vacant residential parcel
in the community.



1721 West Trade Street
Commercial Building-
1930.

Potential Use-Neighbor-
hood serving retail, cultural
facility.



1635 West Trade Street
Former Carostate Icehouse
Building-1940.

Potential Use-Office, retail.



301 and 305 Beatties Ford Road-1929.
Residential structures used as office.

Potential Use-Office or residential.



415 Beatties Ford Road-1931
Single Family Residence used as duplex/triplex.

Potential Use-Student housing, private residence, office



405 Beatties Ford Road-1941
Single Family Residence.

Potential Use-Student housing, private residence, office



417 Beatties Ford Road-1910.
Single Family Residence.

Potential Use-Student housing, private residence, office.



514 Beatties Ford Road.
Single Family Residence-1906

Potential Use-Relocate to a vacant residential parcel, student housing, office or neighborhood serving retail in its current location.



1111 Beatties Ford Road
Single Family Residence-1928

Potential Use-Neighborhood serving retail or relocate within Washington Heights.



518 Beatties Ford Road-1912.
Single Family Residence.

Potential Use-Relocate to a vacant residential parcel, student housing, office or neighborhood servicing retail.



1805 Beatties Ford Road-1931.
Single Family Residence.

Potential Use-Remain single family. May be a candidate for historic designation because of its stone cladding that is unique in this area.



1107 Beatties Ford Road
Commercial Building-1947.

Potential Use-Continue its current use as neighborhood servicing retail and office.



1526 Beatties Ford Road-1941. Potential Use-Remain single family. Consider historic designation.