



CHARLOTTE.

INDEPENDENCE BOULEVARD AREA PLAN

Public Meeting

October 28, 2008

Introduction Tom Warshauer	4:00 – 4:05
Presentation Blake Drury	4:05 – 5:00
Group Exercises All	5:00 – 5:50
Wrap Up & Next Steps Blake Drury	5:50 – 6:00





CITY OF CHARLOTTE



WHAT WE LEARNED



Unsafe for bicycles and pedestrians

Not Enough Trails/Parks

Not Active

Blighted Retail Traffic

Lack of Planning

No Left Turns

Poor Public Transportation

No Close Shopping

Low Property Values

Dangerous Roads

Poor Lighting

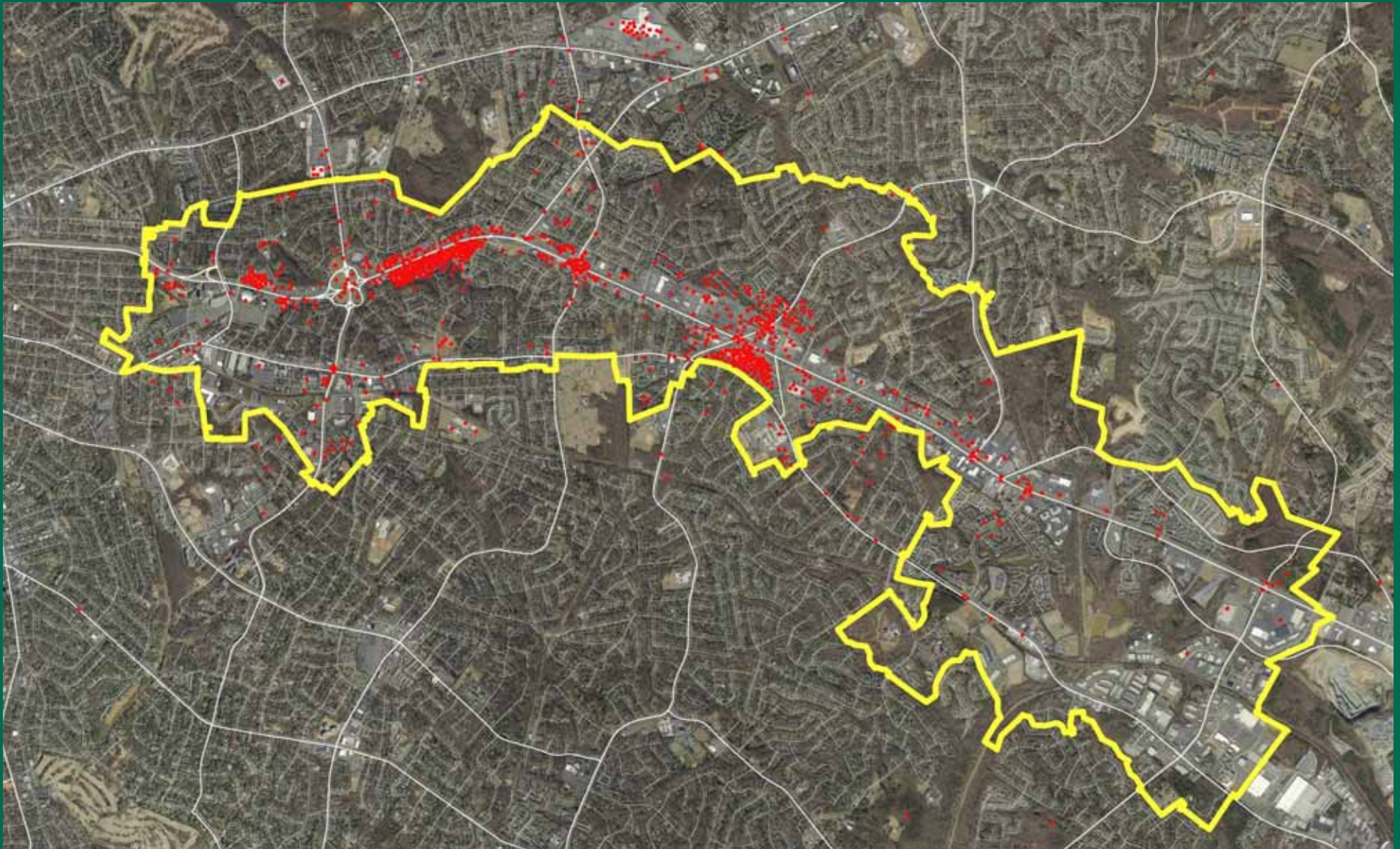
Crime

Run-Down Apartments

Trash

Lost Businesses

“Worst of Independence” Results



Real Estate Markets Undergoing Significant Shifts

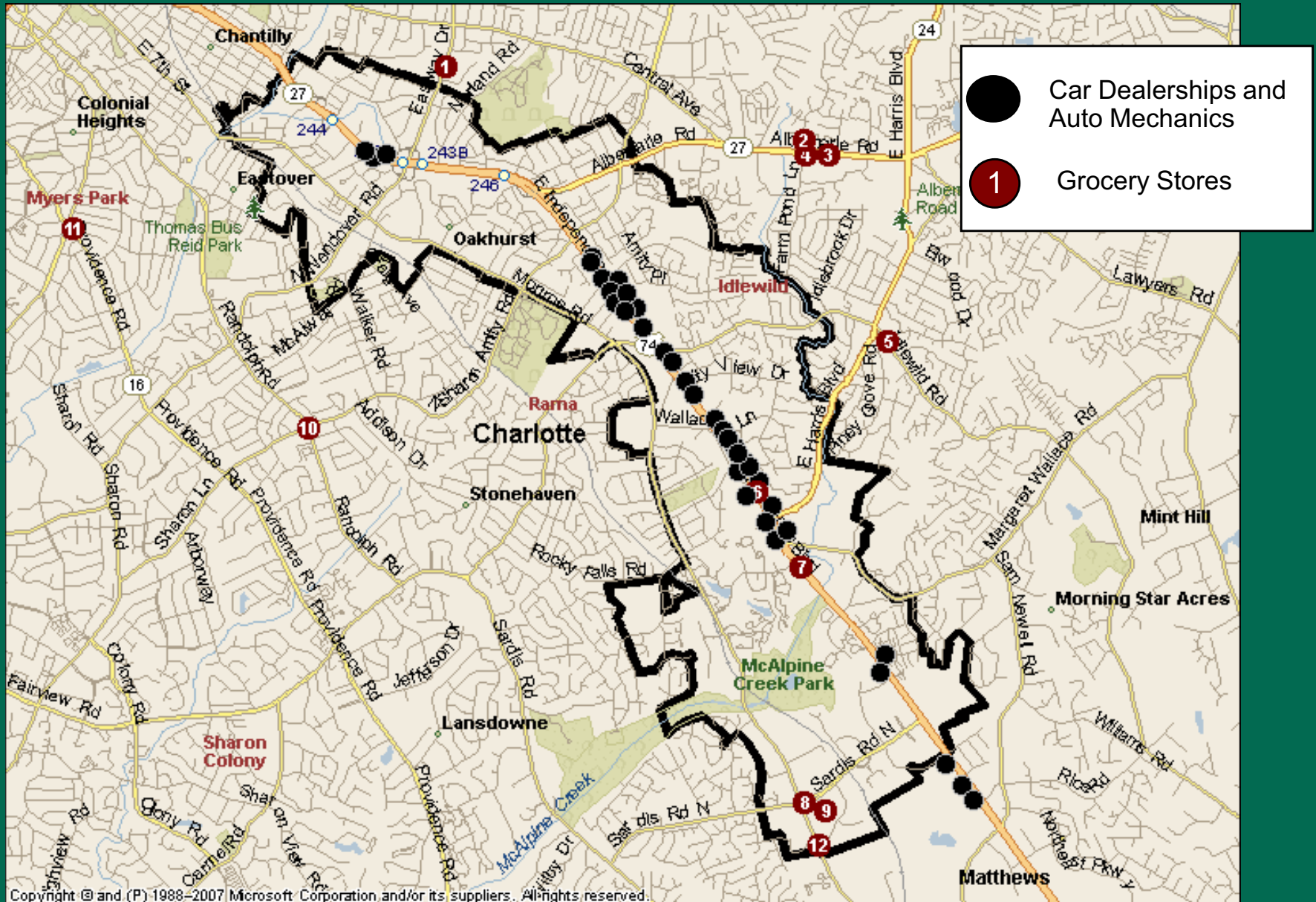
- Economic and housing market conditions have deteriorated
- Charlotte's housing market has held up better than most
- Consumer spending, consumer confidence, and retail activity all down
- Despite the current downturn, long-term projections for Charlotte remain favorable

Roadway Construction Along U.S. 74

- Eastland Mall?
- Access from U.S. 74 is changing
- Possibility that Wal-Mart will move



Insufficient Neighborhood Retail



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Outdated retail



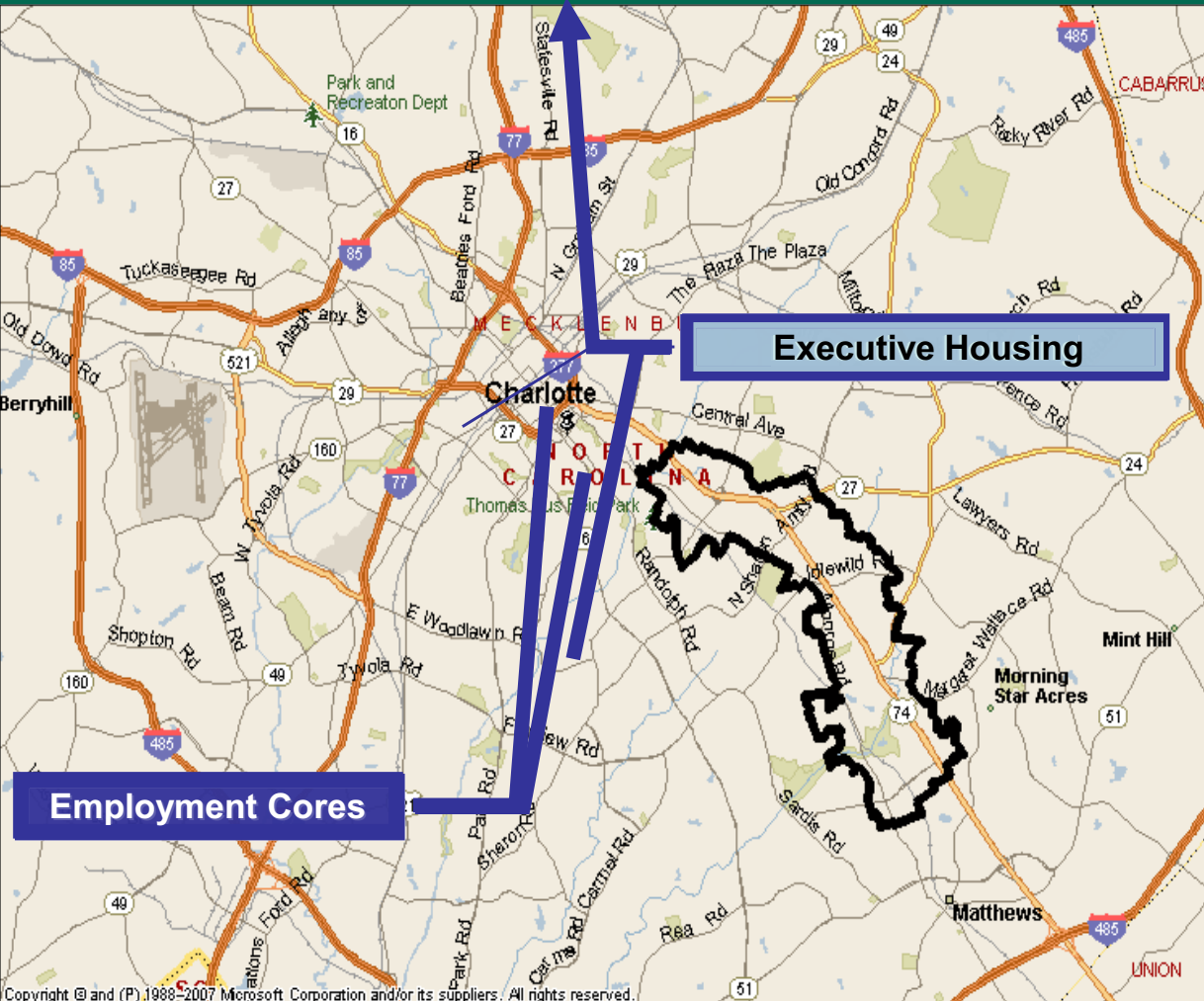
Heavy traffic congestion during rush hours

• **STRENGTHS**

- High traffic counts & visibility
- Good regional access
- Underutilized commercial land, possibilities for redevelopment
- Large population base to draw from and established residential areas surrounding corridor

• **CHALLENGES**

- Changing design of Independence Boulevard has resulted in lack of development interest, loss of retail expenditures
- No easy in/easy outs on Independence
- Lack of great intersections in corridor
- Disconnected from adjacent neighborhoods
- Uncertainty associated with construction on Independence



• STRENGTHS

- Good regional access to potential employees and businesses
- Good proximity to existing office cores

• CHALLENGES

- Small, traditionally Class B office submarket
- Not proximate to executive housing cores
- Lacks the diversity and quality of retail/services desired by office tenants
- Few “anchors” to act as focal points for development
- Land prices and achievable rents in submarket make delivery of flex space difficult
- Lack of public transportation

Residential Strengths and Challenges



Stable neighborhoods throughout site



Disconnection in south neighborhoods

- **STRENGTHS**

- Good access to employment cores
- Stable neighborhoods
- Lush tree canopy and numerous parks and other natural features

- **CHALLENGES**

- Deferred maintenance and decaying or vacant retail buildings impact residential values
- Disconnection of southern and northern neighborhoods due to freeway system.
- Little direct access to retail along Independence Blvd.

Retail

- **Cycle of disinvestment** (vacancies, abandonment) as access from U.S. 74 is changed
- Neighborhood **retail dollars being spent elsewhere**, presents opportunity
- Opportunity to **focus regional retail at critical nodes**

Office

- **Little demand** for a new office core on Independence, due to proximity to existing Uptown submarket and distance from executive housing
- Some opportunity for **Class A/B office at key nodes** in mixed-use settings

Residential

- Potential for **both for-rent and for-sale multifamily** along Independence
- **Opportunity to reinvest** in single family neighborhoods with new and renovated detached homes

Retail Demand to 2012

Based on RCLCo's market analysis, the Study Area could potentially support:

- 1.1 million square feet of regional retail
- 170,000 square feet of neighborhood retail (north side of Independence)
- 215,000 square feet of neighborhood retail (south side of Independence)

This potential demand is based on large amounts of currently obsolete retail (~2 million square feet) being replaced.

Parks & Greenways

Diversity

Stability

Quiet Places of Worship

Urban Environment

Affordability

Shopping

Trees

Clean

Future

Transportation

Access/Location

Safety/Security

Entertainment

Schools

Growth Potential

History

Visibility

Neighborhoods

Planning Process

Walkways



“Best of Independence” Results



Issues, Values, and Principles

Issues

+

Values

=

Guiding Principles

Blighted/Empty Retail
 Traffic
 Crime
 Run-Down Apartments
 No Close Shopping
 Trash
 Not Enough Open Space
 Lack of Planning
 No Left Turns
 Poor Public Transportation
 Dangerous Roads
 Low Property Values
 Not Active
 Poor Lighting
 Lost Business
 Unsafe Bike/Peds
 Eastland Mall
 Run-Down Hotels

Location and Access

Neighborhoods

Environment / Open Space

Safety and Security

Shopping Choice

Diversity

Public / Religious Facilities

1. Strengthen and Build Neighborhoods
2. Create Nodes
3. Reclaim and Showcase Natural Systems
4. Orient Towards Monroe and Central
5. Leverage Opportunities
6. Provide Choices
7. Balance Neighborhood, Community, and Regional Needs
8. Define U.S. 74
9. Implement the Plan

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What We Heard About the Principles

Maintaining **strong neighborhoods with stable values and ownership patterns** is the most important Principle

Many people would like to see **expansion/enhancement of greenways**

Addressing **quality of life** issues (crime, blight, run-down apartment complexes) is very important

There is interest in developing interesting **“nodes”** that provide new retail opportunities





CITY OF CHARLOTTE

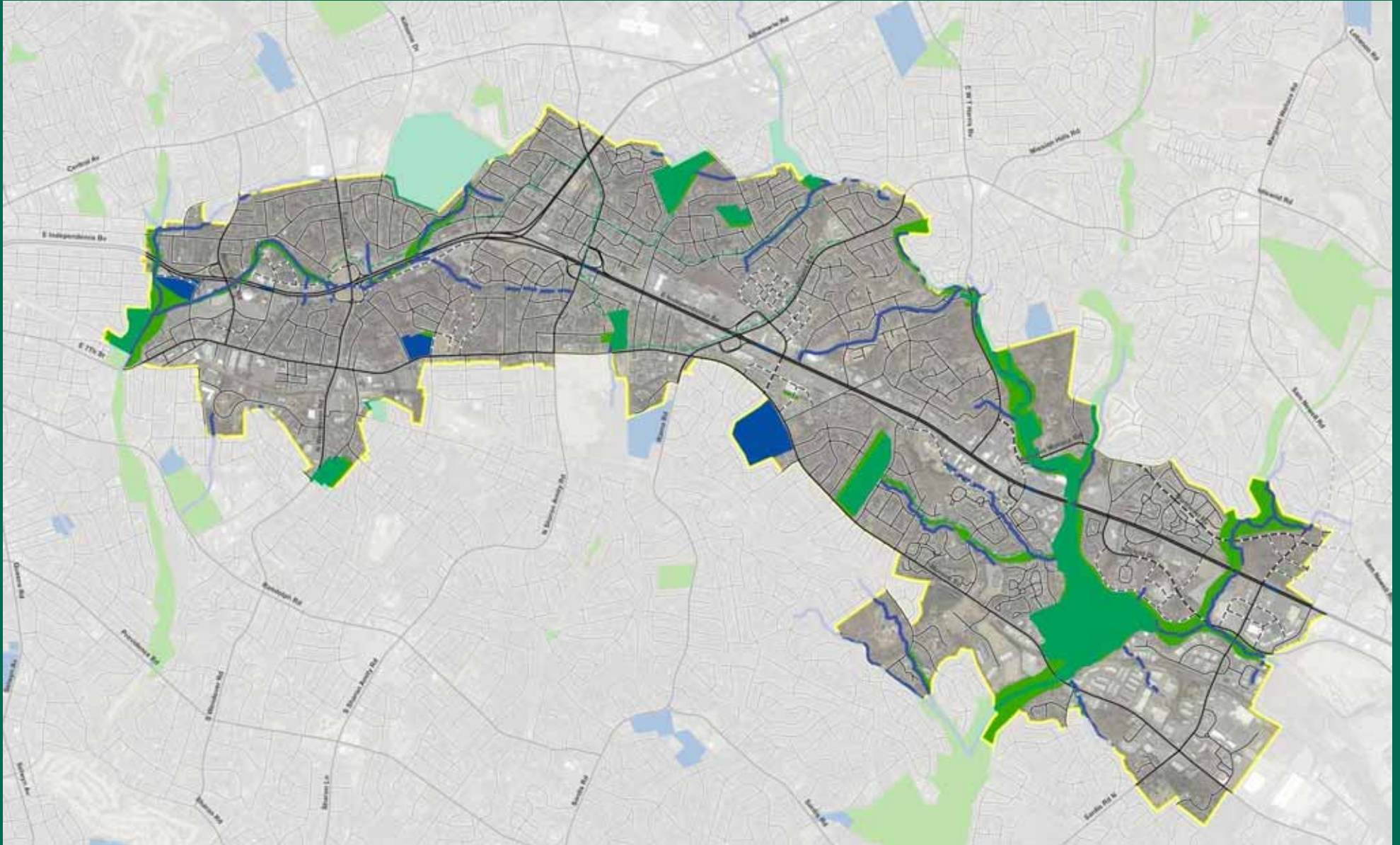


PLANNING SCENARIOS

Preparing Your Ideas

As we explain the Character Framework plan, jot down your **thoughts, questions, ideas, or concerns**. These notes will help you in the final portion of today's workshop.



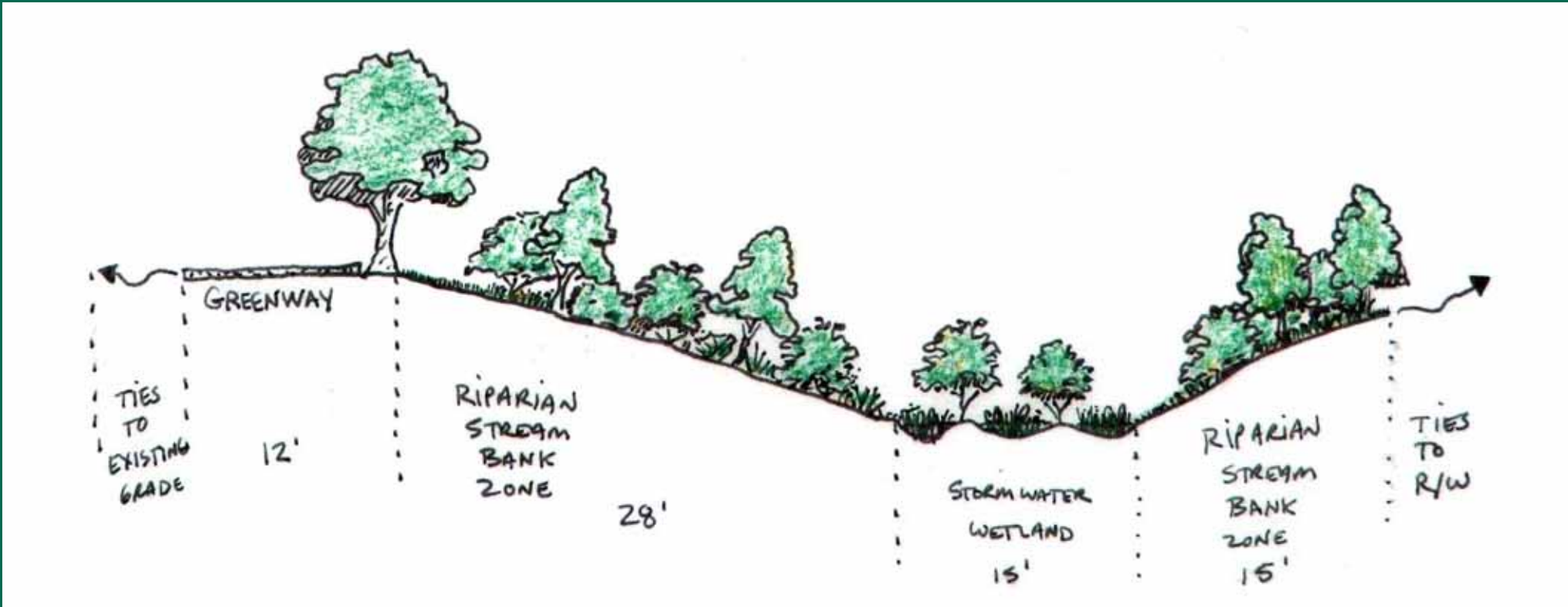


Day-Lighting/Stream Restoration



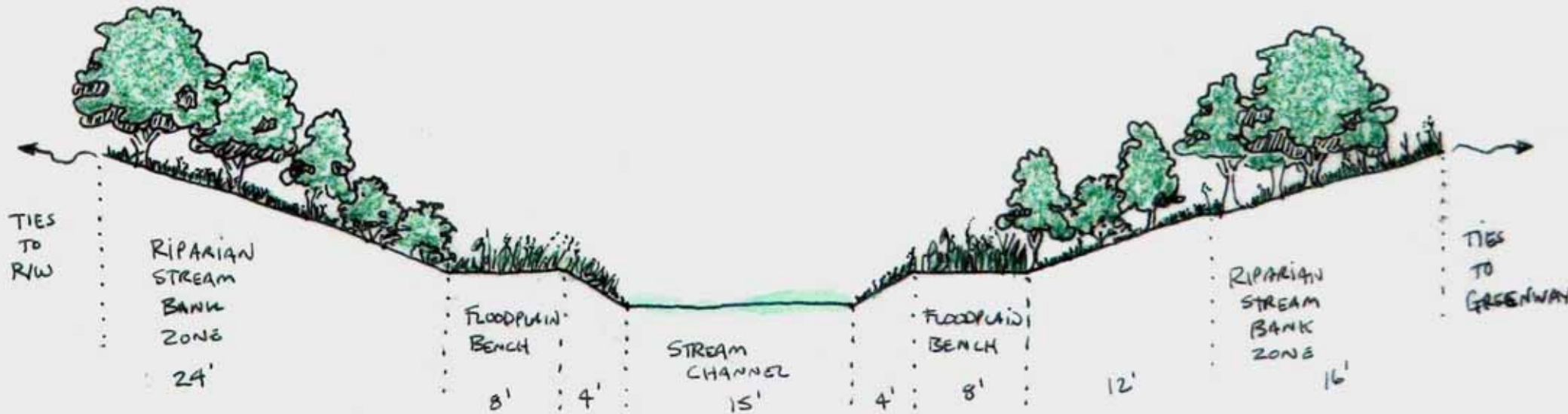
- Stream Restoration Credits for Mitigation Bank
- Stormwater Benefits
- Potentially Lower Floodplain Elevation
- Greenway/Recreation Location
- Aesthetic Views for Adjacent Land Uses
- Neighborhood Buffers





Stormwater Section

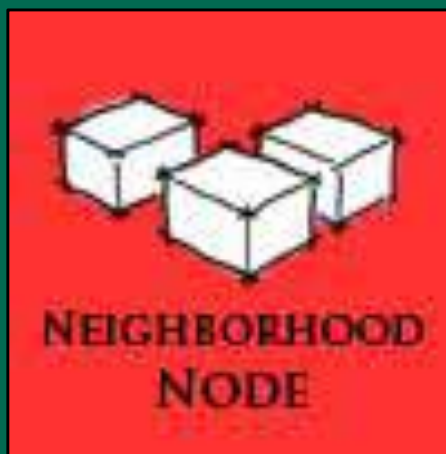
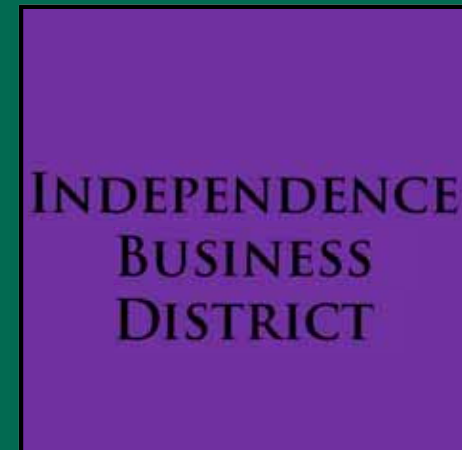
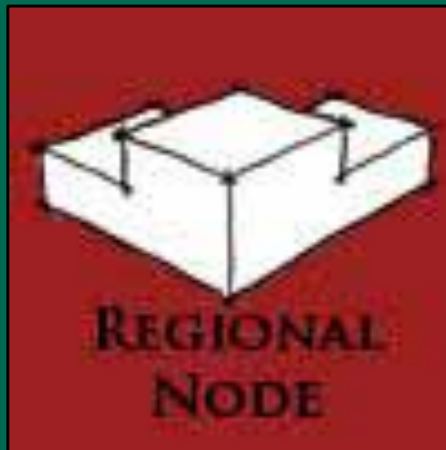
- Stormwater Conveyance and Treatment
- Replaces Existing Stormwater Pipes
- Greenway Connection
- Buffer Independence Boulevard from Adjacent Neighborhoods

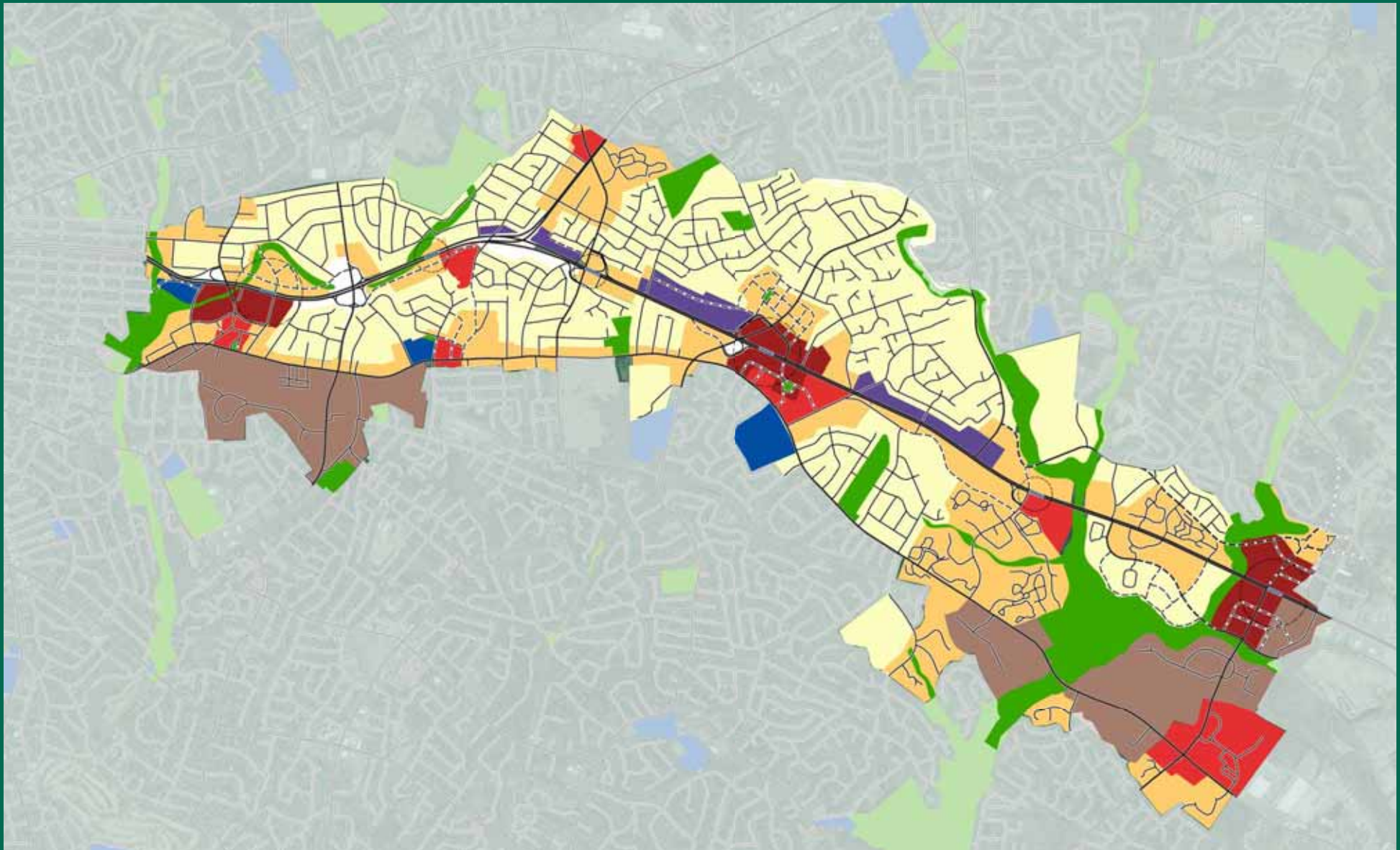


Creek Day-Lighting Section

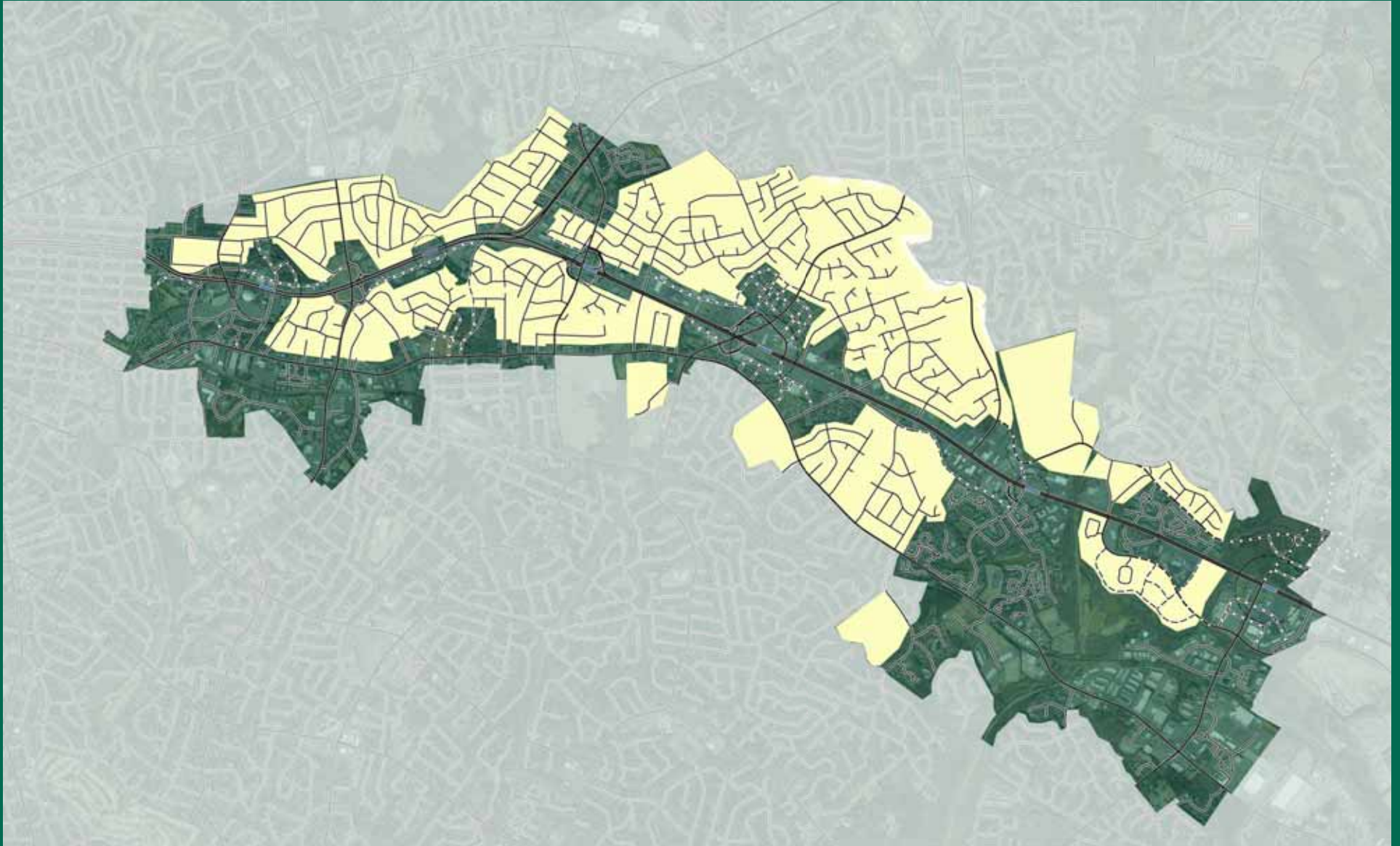
- Edward's Branch Day-Lighting
- Stream Restoration Credits and Stormwater Benefits
- Topography/Grading Affects Corridor Size

Types of Character Areas





Neighborhood General







Purpose: Why do we need Neighborhood General?

- Provide low to medium density residential
- Support the amenities and commercial uses in Neighborhood and Regional Nodes



How does
Neighborhood
General help us
achieve our
principles?

1. Strengthen and Build Neighborhoods	
2. Create Nodes	
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Access and Connectivity

Access from local roads

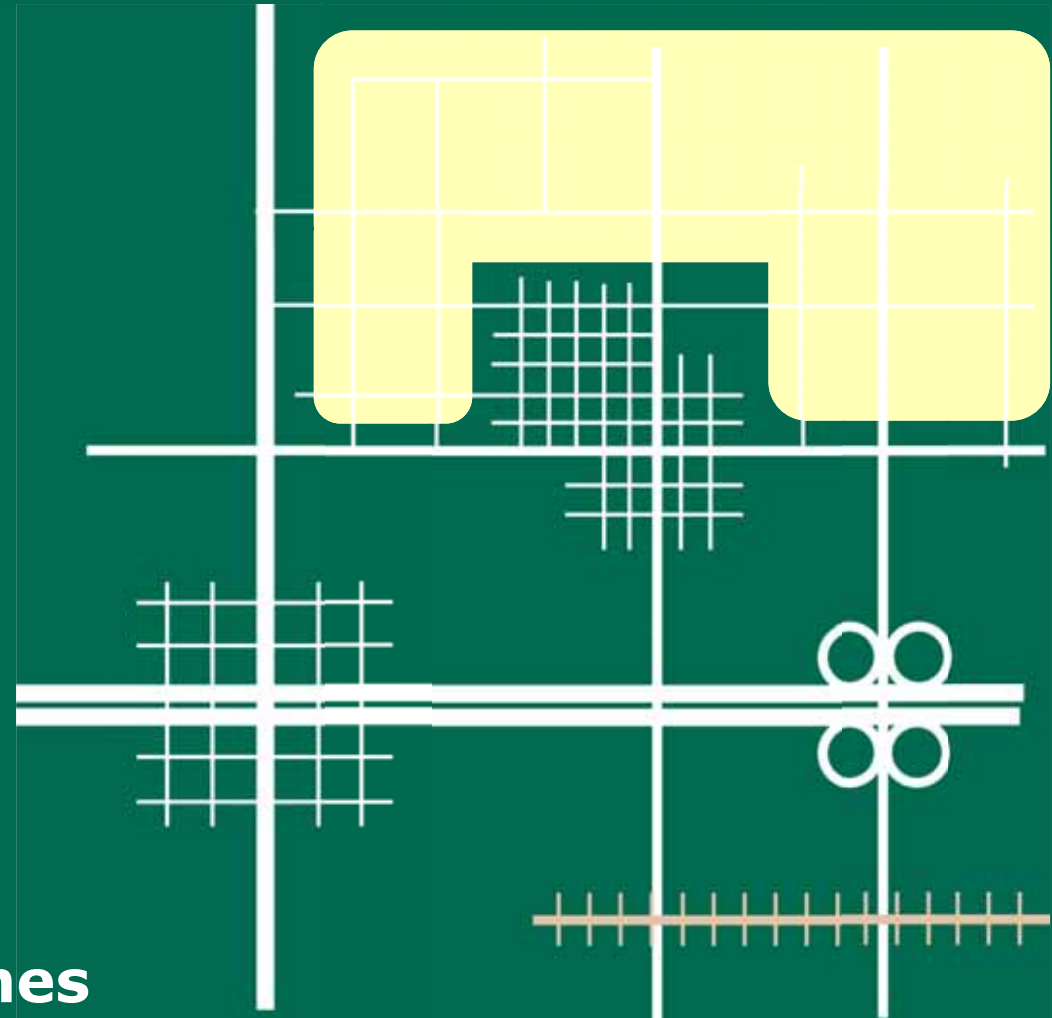
Medium level of internal and external connectivity

Character of Use

Residential (varying densities)

Building Types

Single-family detached homes
Townhomes



Infrastructure Improvements:

- Focus on complementary infill
- Greenway connections to parks
- Improved connections to Neighborhood Nodes
- Traffic calming



Neighborhood Core




Purpose: Why do we need Neighborhood Cores?

- Provide medium-density residential in mixed-use settings
- Serve local, small-scale retail and commercial demands
- Support the amenities and commercial uses in Neighborhood and Regional Nodes



How does
Neighborhood
Core help us
achieve our
principles?

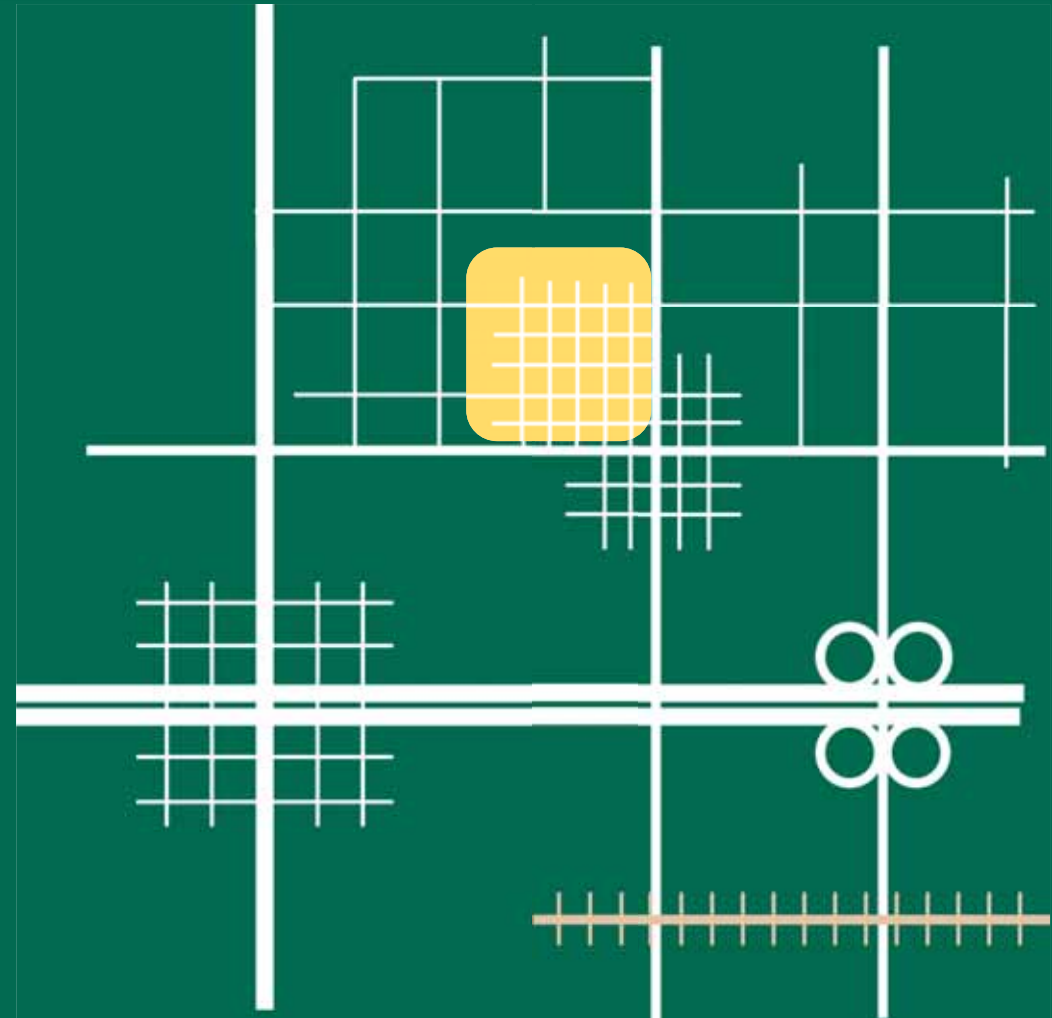
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Access and Connectivity

Access from community road (i.e. Idlewild, Eastway)

High level of internal and external connectivity

Oriented towards transit or other community focal point



Character of Use

Predominantly residential with some neighborhood-scale services

Building Types

Townhomes
Apartment Homes
Single-family Homes

Mixed-use
Storefront Commercial



Neighborhood Core Example Concept



FUTURE LAND USE:

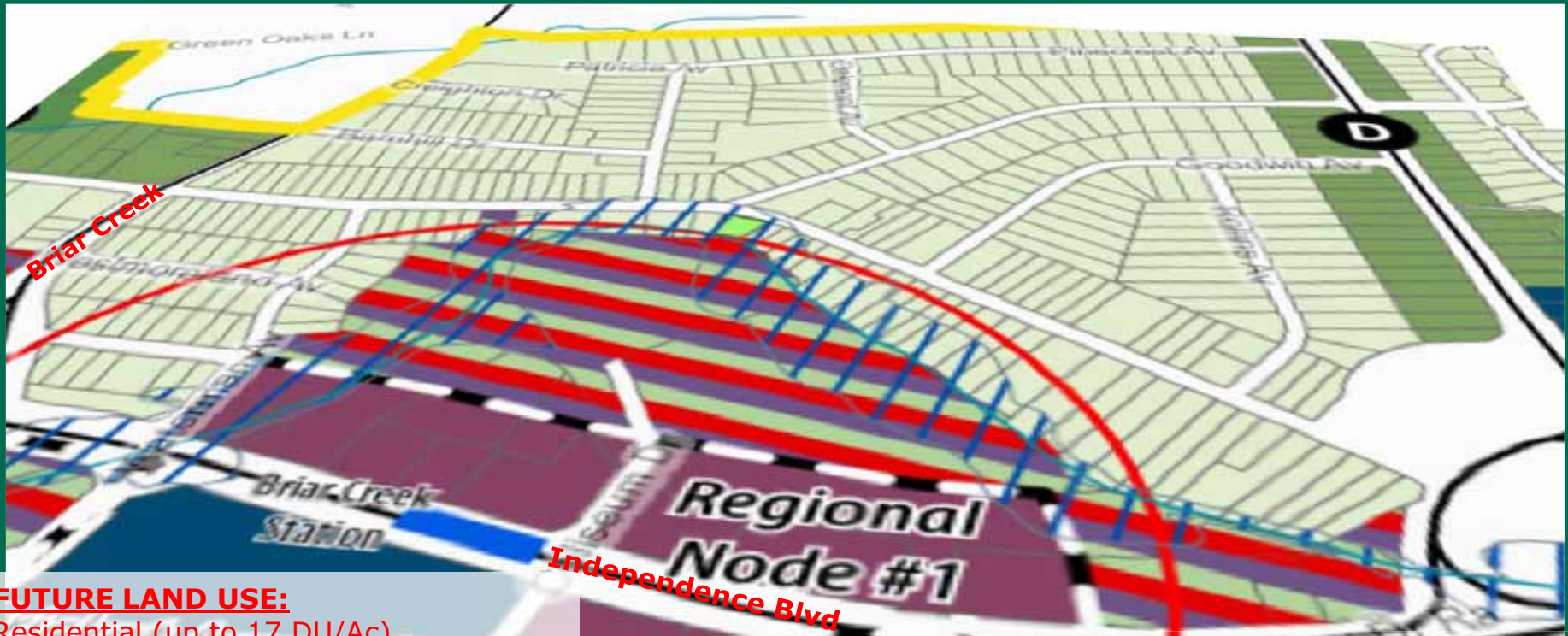
- Residential (up to 17 DU/Ac)
- Office
- Retail (Limited to mixed-use buildings within 500' of transit station)

OTHER INFRASTRUCTURE:

- Limited connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Orientation toward creek
- Regional stormwater



Neighborhood Core Example Concept



FUTURE LAND USE:

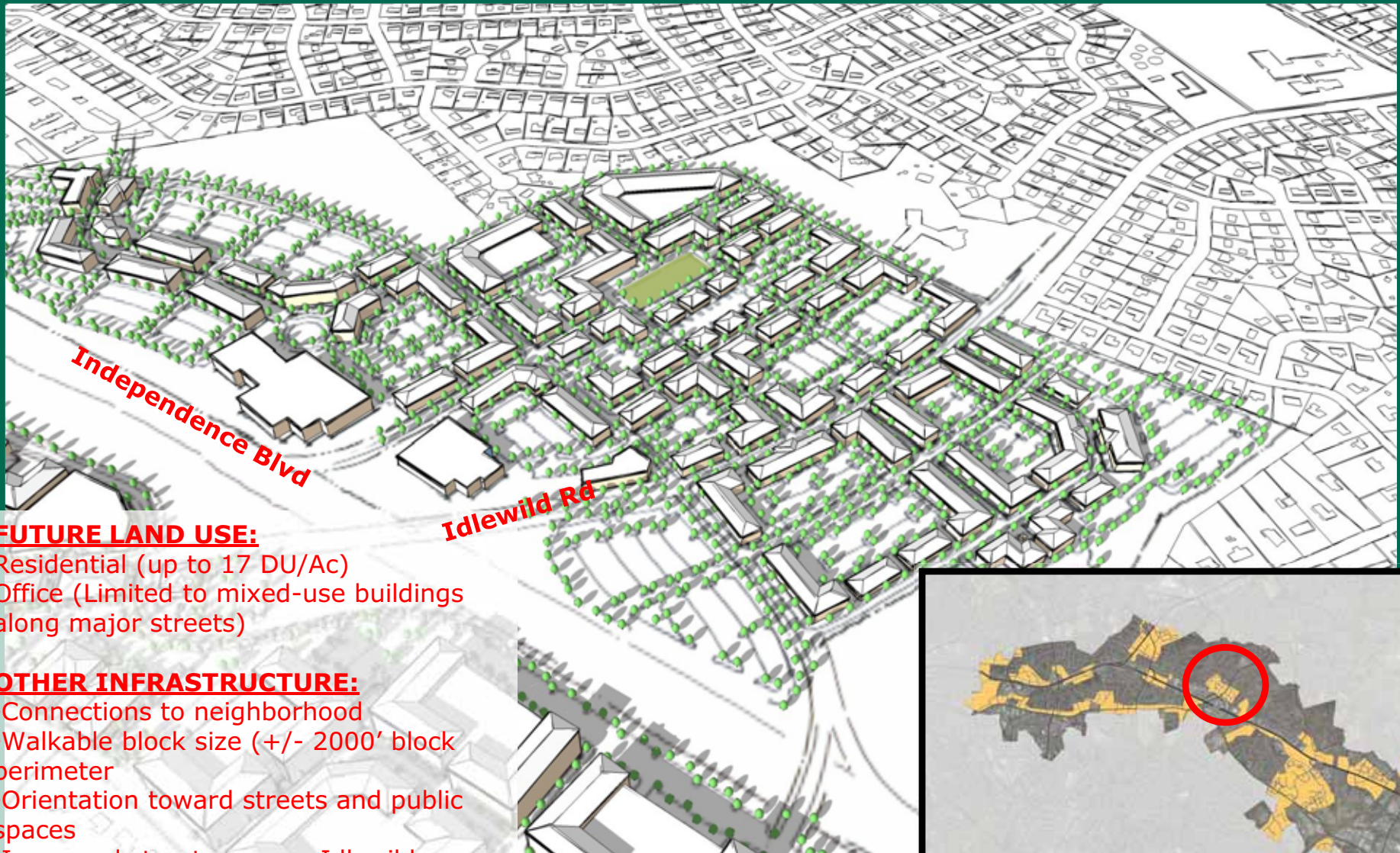
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Neighborhood Core Example Concept



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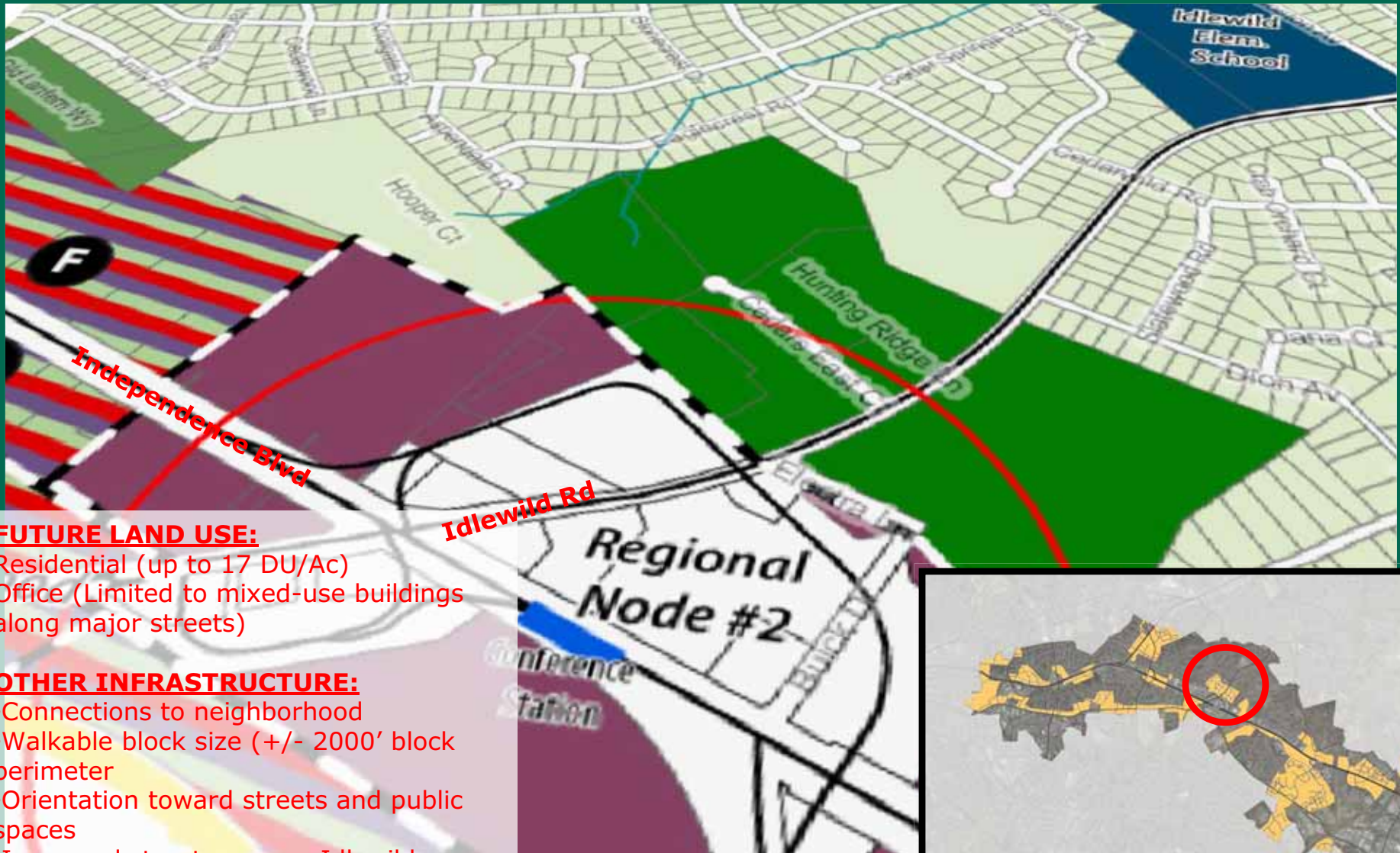
Residential (up to 17 DU/Ac)
Office (Limited to mixed-use buildings
along major streets)

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Orientation toward streets and public spaces
- Improved streetscape on Idlewild



Neighborhood Core Example Concept



FUTURE LAND USE:

Residential (up to 17 DU/Ac)
Office (Limited to mixed-use buildings along major streets)

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Orientation toward streets and public spaces
- Improved streetscape on Idlewild



Remaking Independence Boulevard



Remaking Independence Boulevard



Neighborhood Node



Purpose: Why do we need Neighborhood Nodes?

- Serve local retail and commercial demands
- Provide neighborhood serving retail, office, and medium-density residential in mixed-use settings



How does
Neighborhood
Node help us
achieve our
principles?

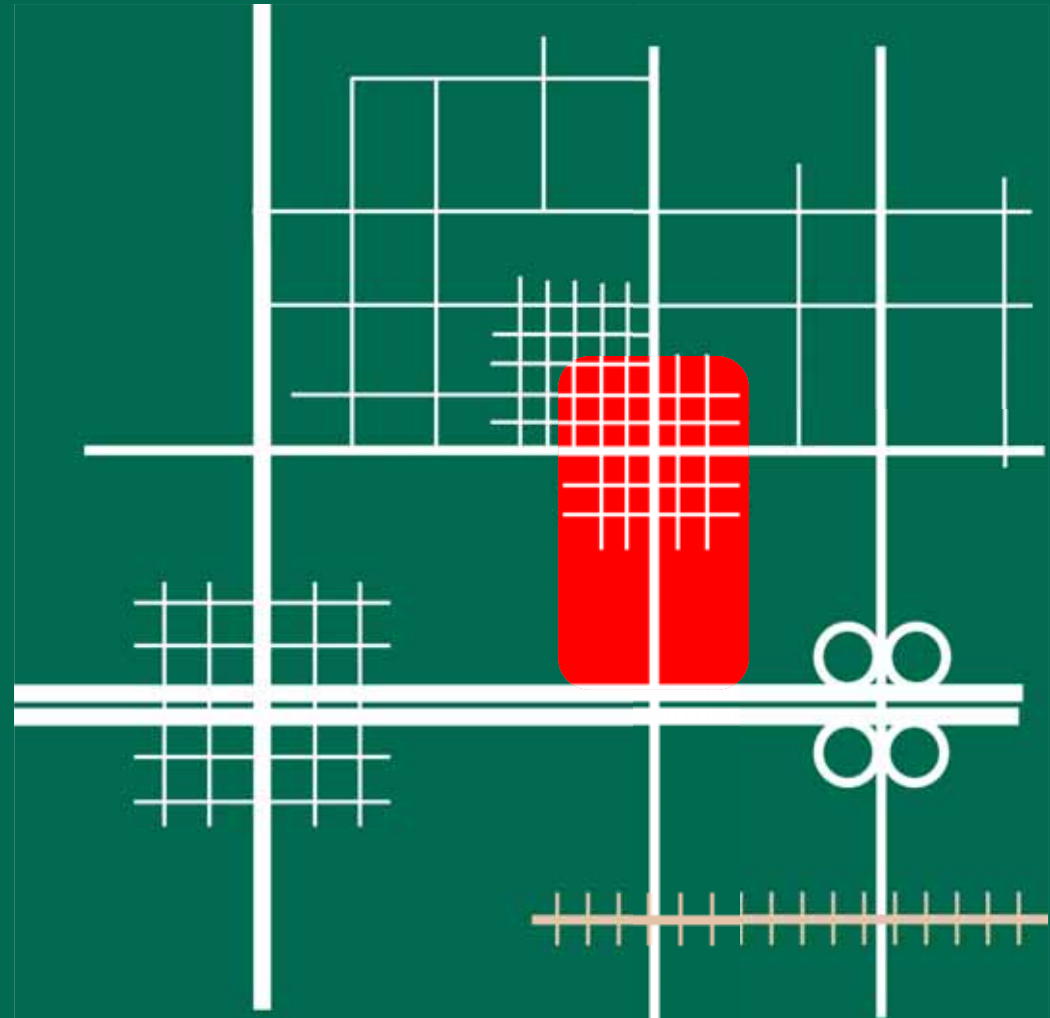
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Access and Connectivity

Access from community streets (i.e. Idlewild, Eastway)

High level of internal and external connectivity

Oriented towards transit or other community focal point



Character of Use

Mixed- or
Multi-Use

Residential, Office,
Retail



Building Types

Apartment Homes

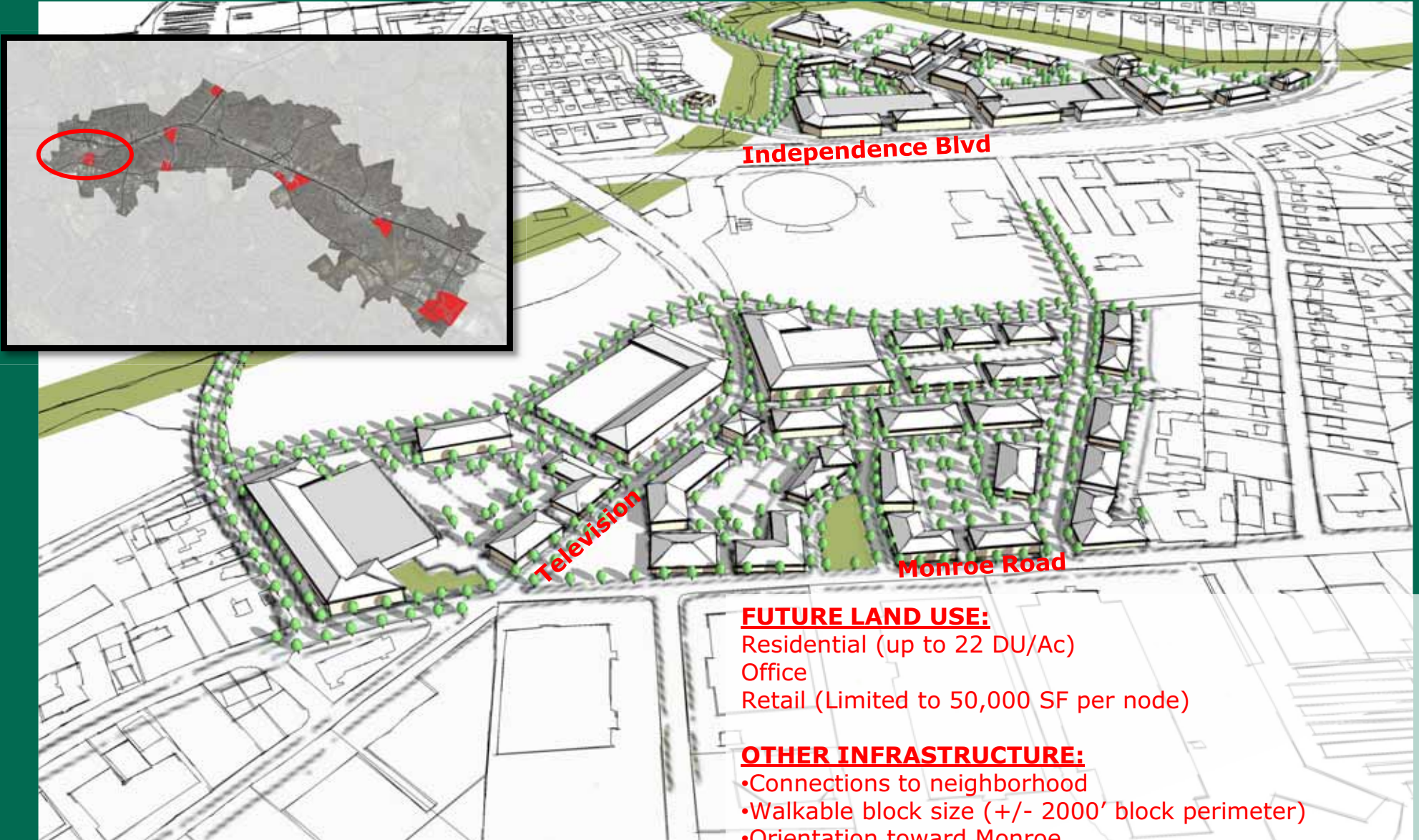
Mixed-Use

Storefront Commercial

Townhomes



Neighborhood Node Example Concept



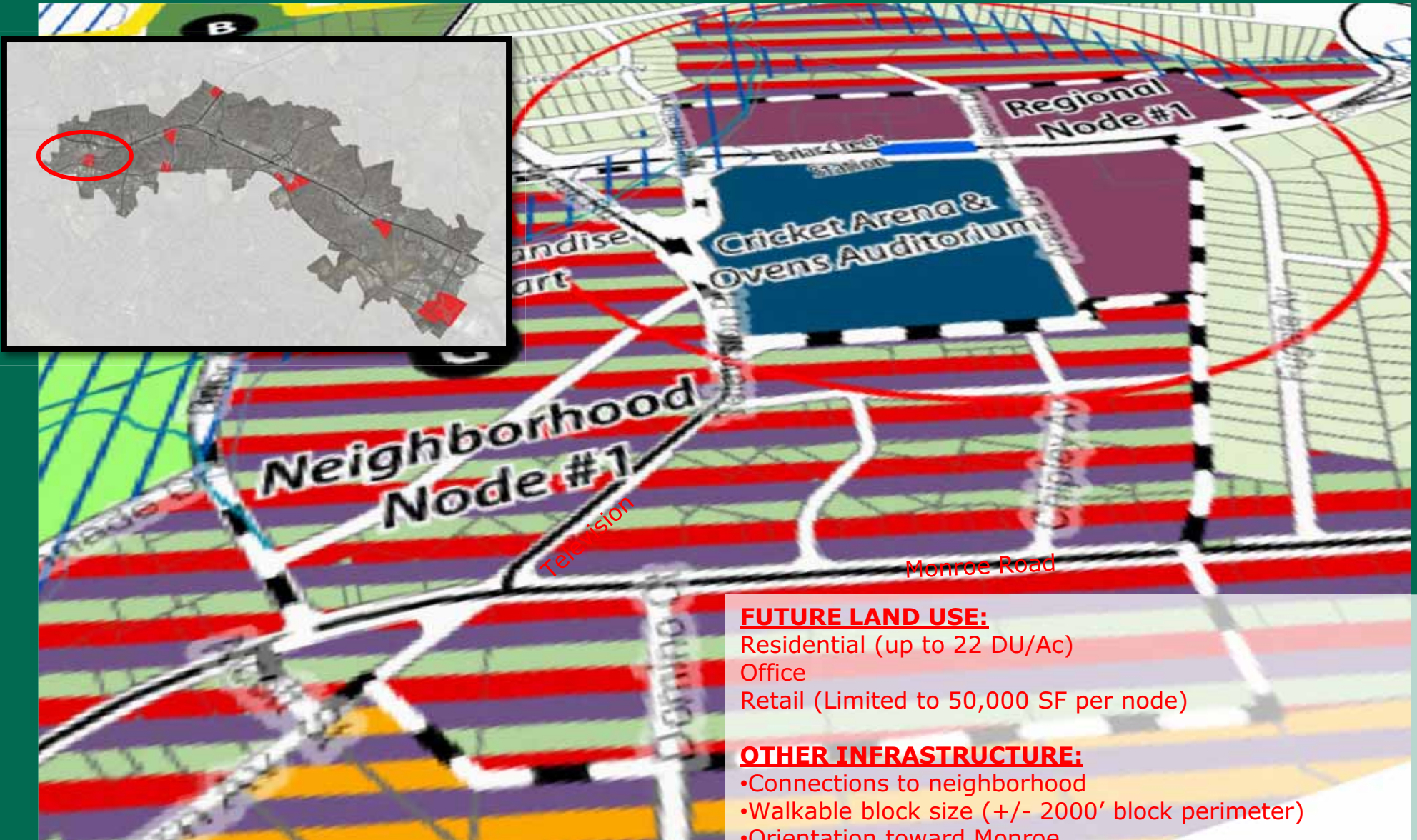
FUTURE LAND USE:

- Residential (up to 22 DU/Ac)
- Office
- Retail (Limited to 50,000 SF per node)

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Orientation toward Monroe
- Improved streetscape on Monroe

Neighborhood Node Example Concept



FUTURE LAND USE:

- Residential (up to 22 DU/Ac)
- Office
- Retail (Limited to 50,000 SF per node)

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Orientation toward Monroe
- Improved streetscape on Monroe

Neighborhood Node Example Concept

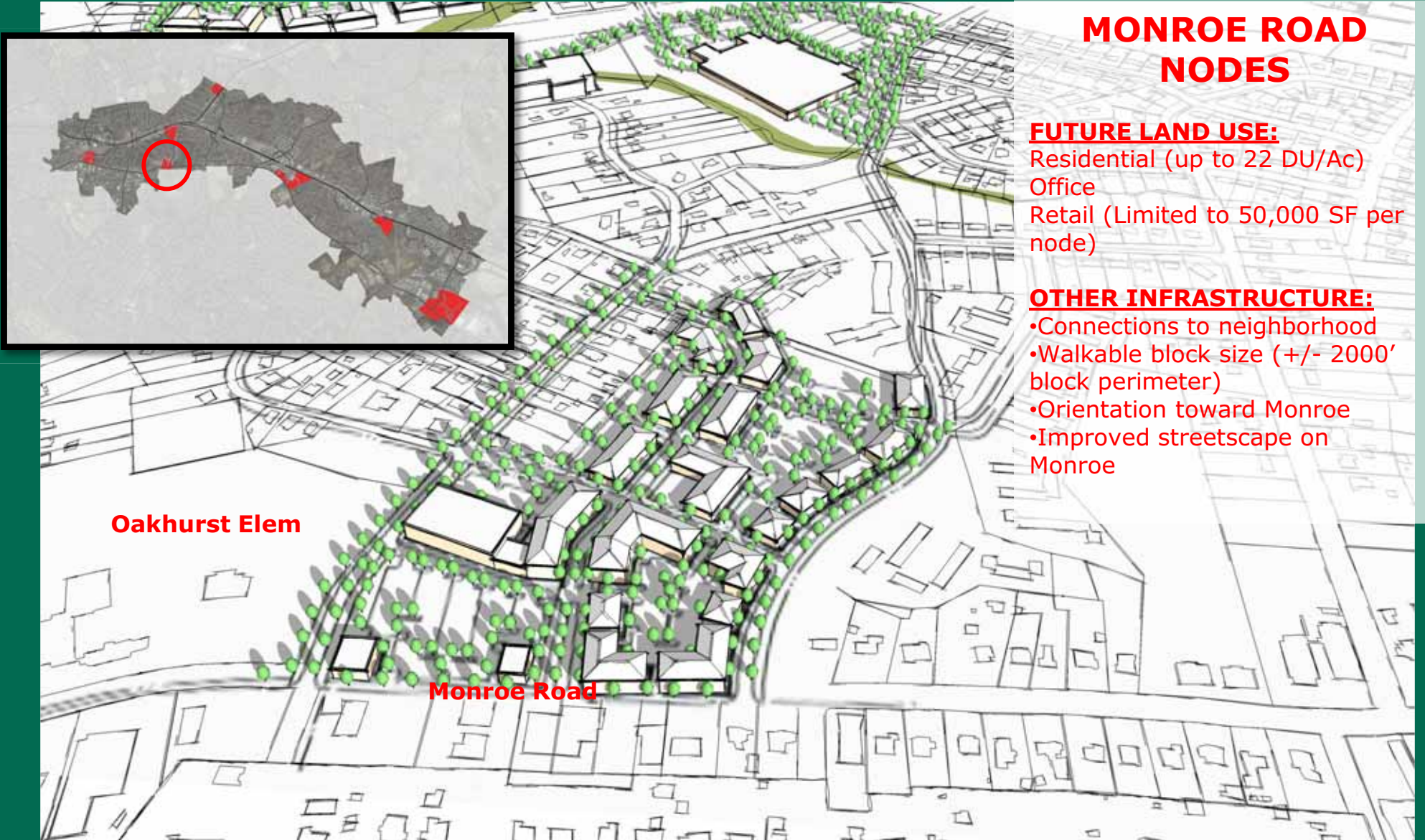
MONROE ROAD NODES

FUTURE LAND USE:

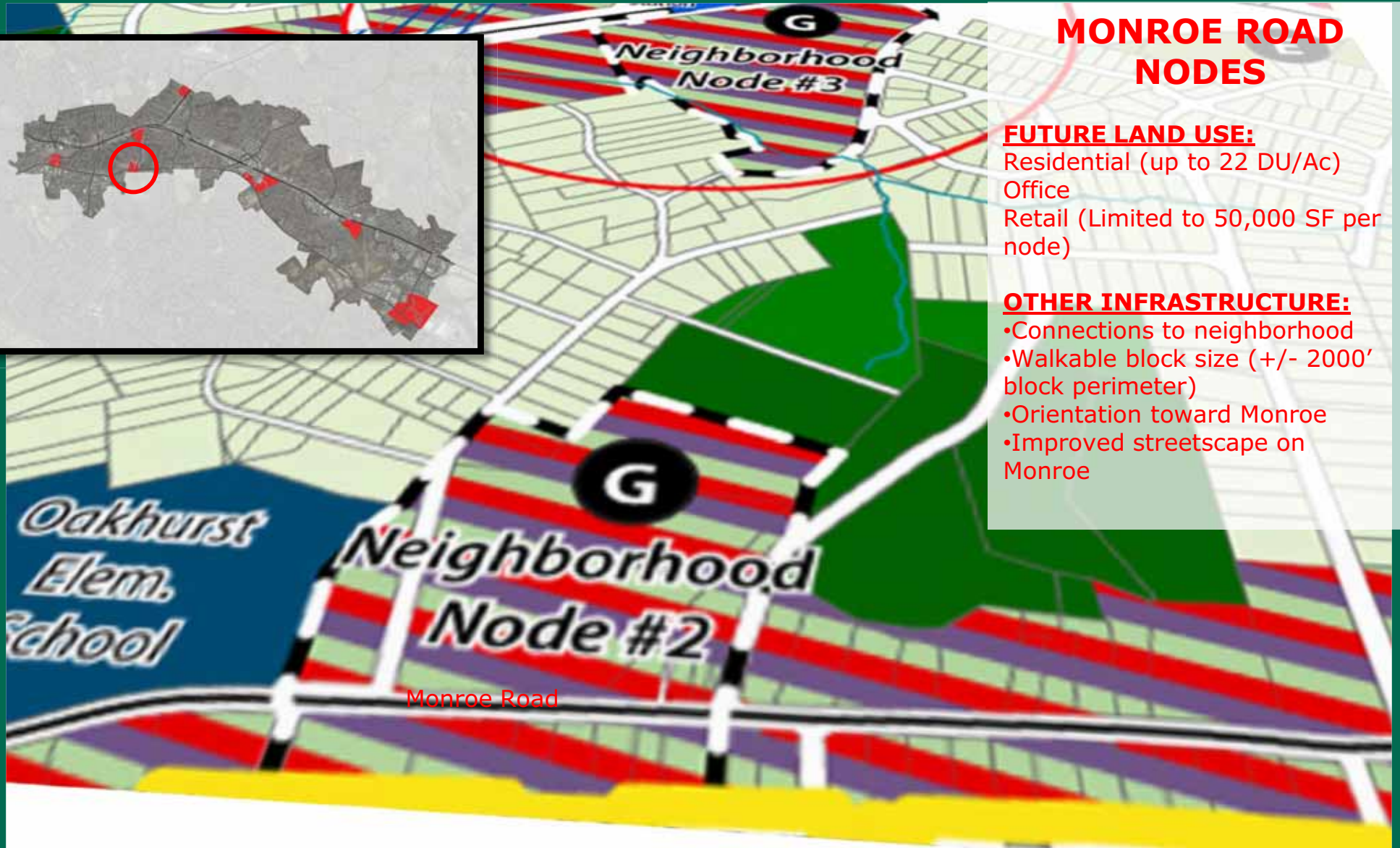
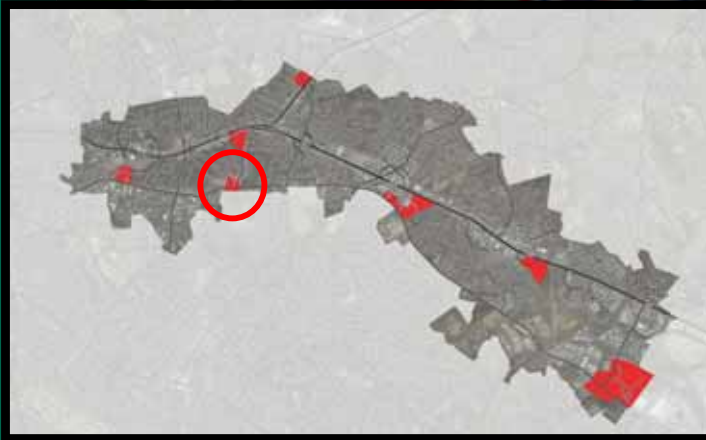
- Residential (up to 22 DU/Ac)
- Office
- Retail (Limited to 50,000 SF per node)

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Orientation toward Monroe
- Improved streetscape on Monroe



Neighborhood Node Example Concept



MONROE ROAD NODES

FUTURE LAND USE:

- Residential (up to 22 DU/Ac)
- Office
- Retail (Limited to 50,000 SF per node)

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Orientation toward Monroe
- Improved streetscape on Monroe

Remaking Monroe Road



Remaking Monroe Road






Purpose: Why do we need Regional Nodes?

- Serve regional retail and commercial demands
- Provide higher-density residential in mixed-use settings
- Create pedestrian-scaled, intense land uses, which can support transit stations



How do Regional Nodes help us achieve our principles?

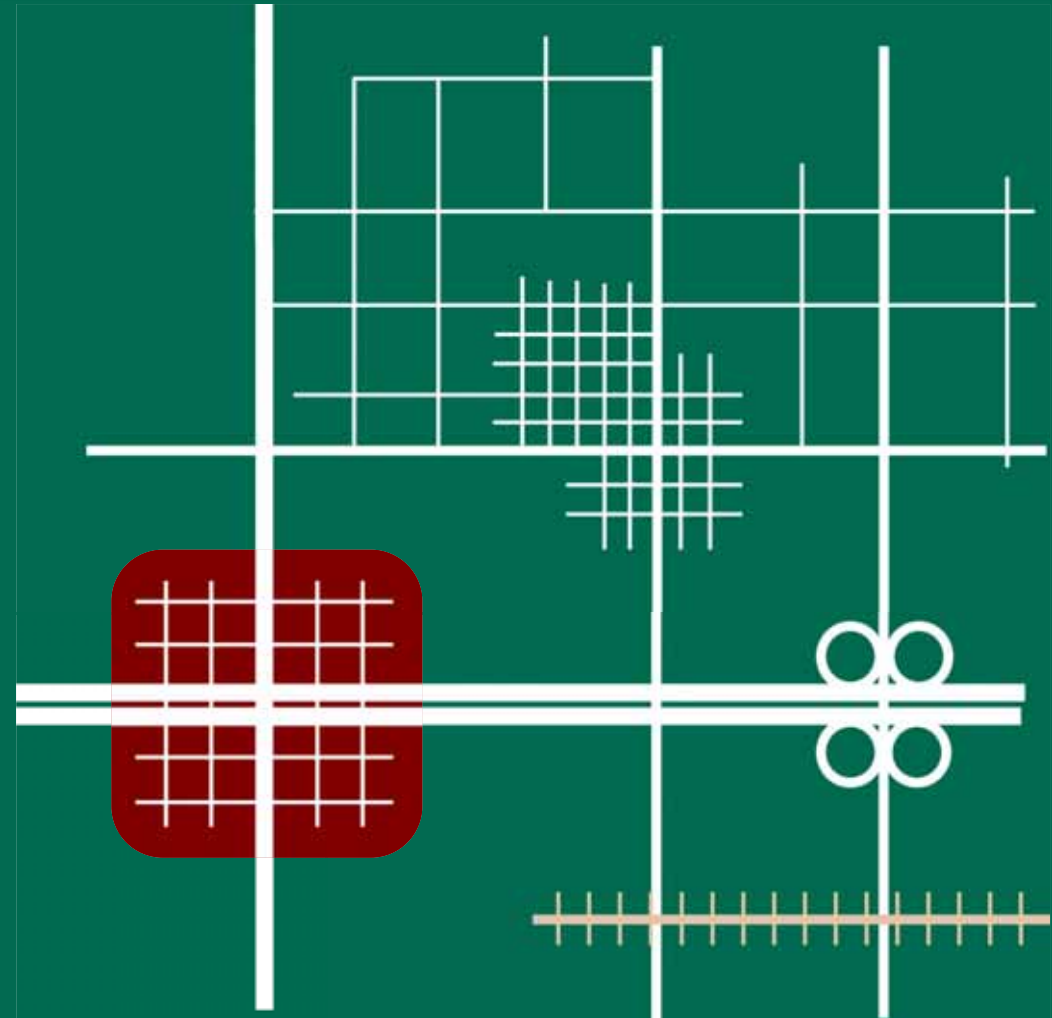
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Access and Connectivity

Access from multiple regional roads (i.e. Independence, Sardis, Idlewild)

High level of internal and external connectivity

Oriented towards transit



Character of Use

Mixed- or Multi-Use

Residential, Office,
Retail



Building Types

Mixed-use
Storefront Commercial
Large-Format Retail
Apartment Homes
Townhomes



Regional Node Example Concept

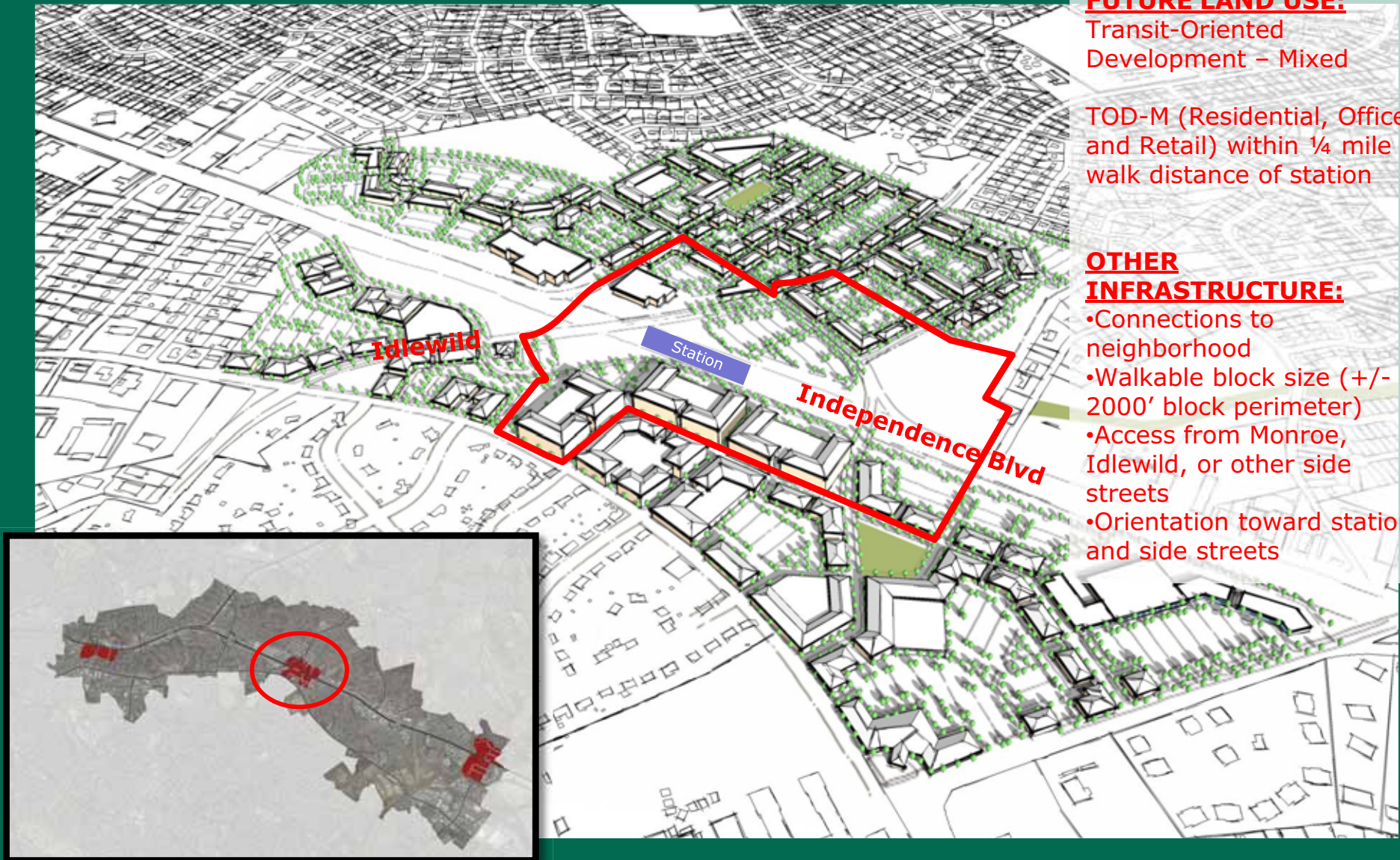
FUTURE LAND USE:

Transit-Oriented
Development - Mixed

TOD-M (Residential, Office,
and Retail) within ¼ mile
walk distance of station

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Access from Monroe, Idlewild, or other side streets
- Orientation toward station and side streets



Regional Node Example Concept

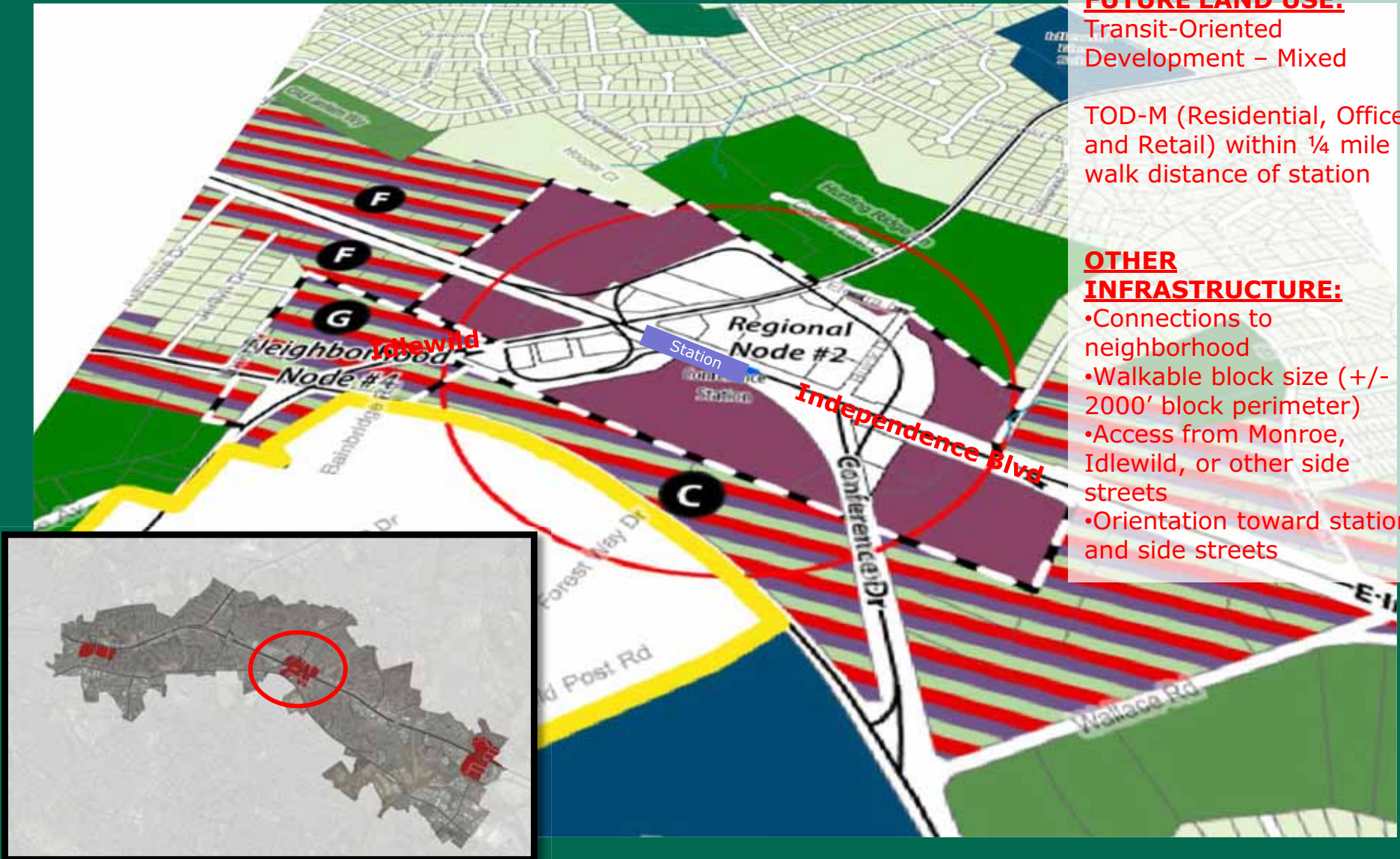
FUTURE LAND USE:

Transit-Oriented Development - Mixed

TOD-M (Residential, Office, and Retail) within 1/4 mile walk distance of station

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Access from Monroe, Idlewild, or other side streets
- Orientation toward station and side streets



FUTURE LAND USE:

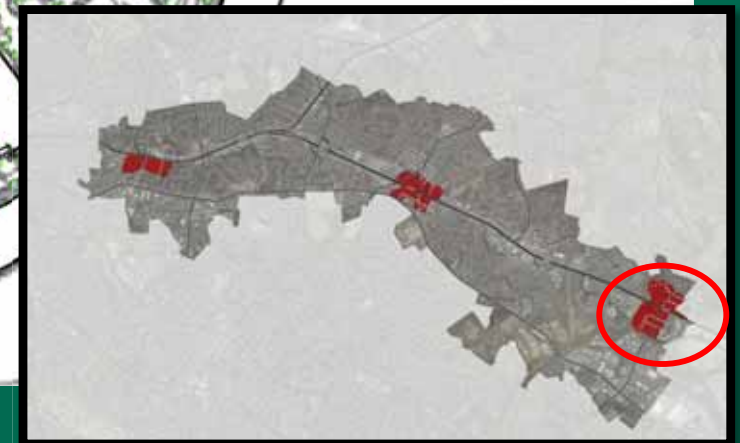
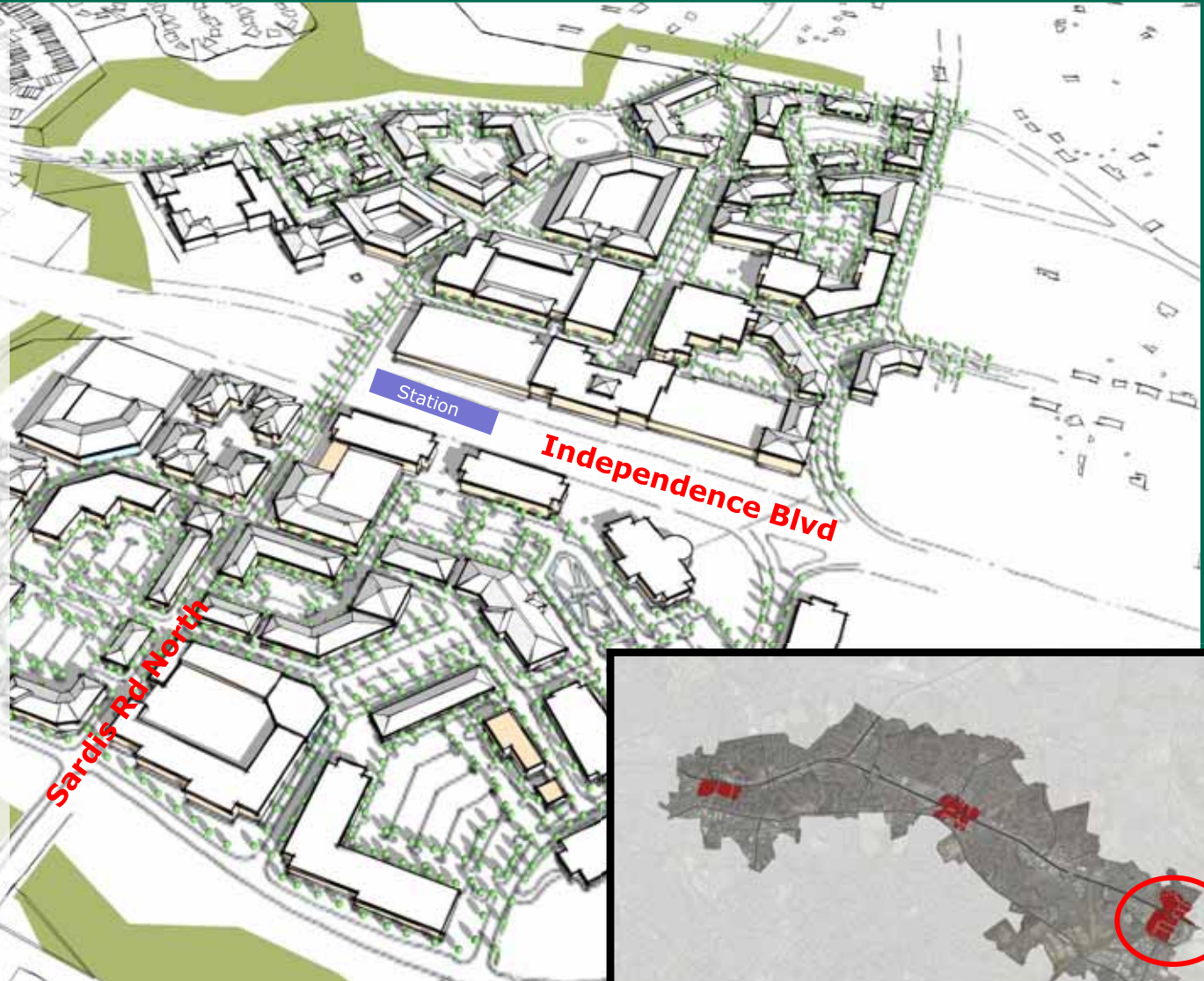
Transit-Oriented Development – Mixed

TOD-M (Residential, Office, and Retail) within ¼ mile walk distance of station

Residential (above 22 DU/Ac) and Office outside walk distance of station

OTHER INFRASTRUCTURE:

- Connections to neighborhood
- Walkable block size (+/- 2000' block perimeter)
- Access from Sardis, or other side streets
- Regional stormwater solution
- Capitalize on creek/greenway amenity
- Orientation toward station and side streets



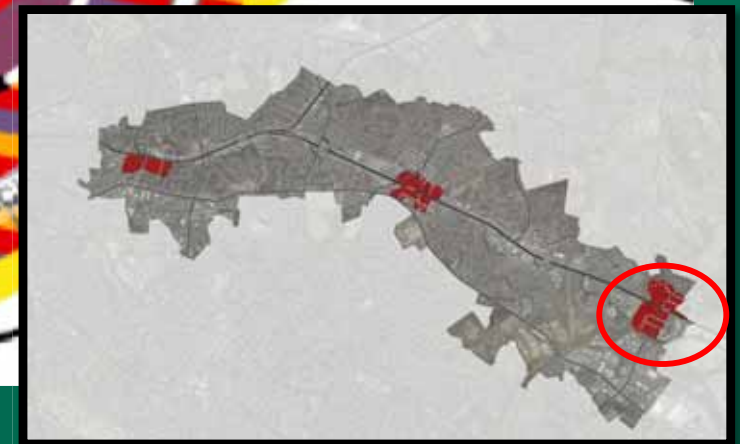
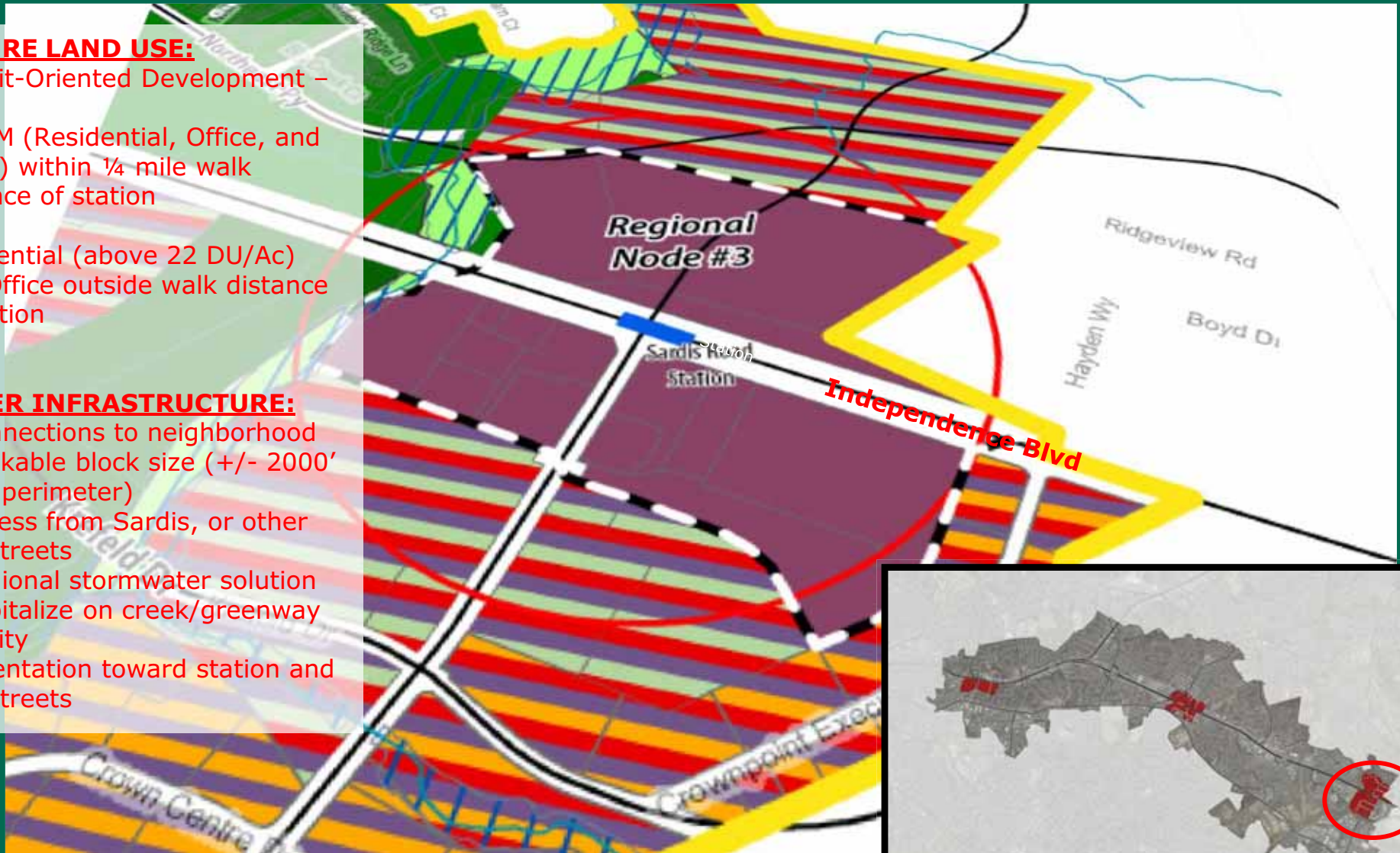
FUTURE LAND USE:

Transit-Oriented Development – Mixed TOD-M (Residential, Office, and Retail) within ¼ mile walk distance of station

Residential (above 22 DU/Ac) and Office outside walk distance of station

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CITY OF CHARLOTTE

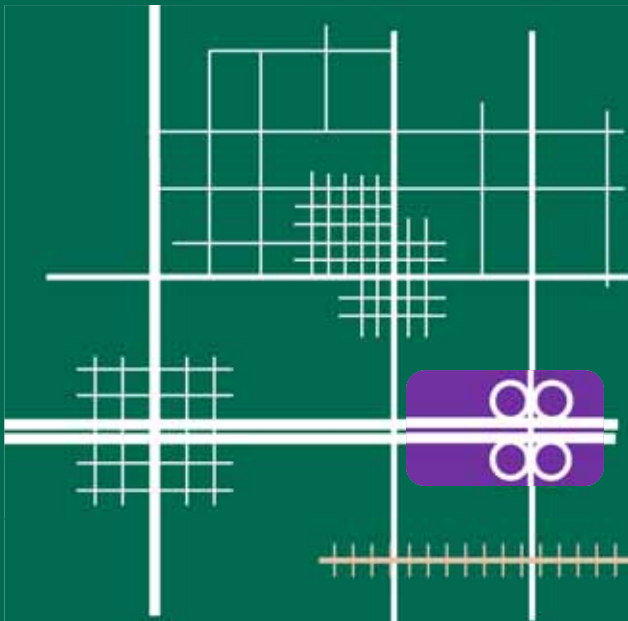
Independence Business District








Independence Business District

Recognizes current larger-scale linear concentrations of uses and provides for their transition to other uses over time

Access from **major regional** roadways



How does
Independence
Business District
help us achieve
our **principles**?

1. Strengthen and Build Neighborhoods	
2. Create Nodes	
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Character of Use

Larger-format commercial and office uses *without access improvements*
Similar to Neighborhood Core *with access improvements*

Building Types

Single-Use Retail
Apartment Homes
Townhomes

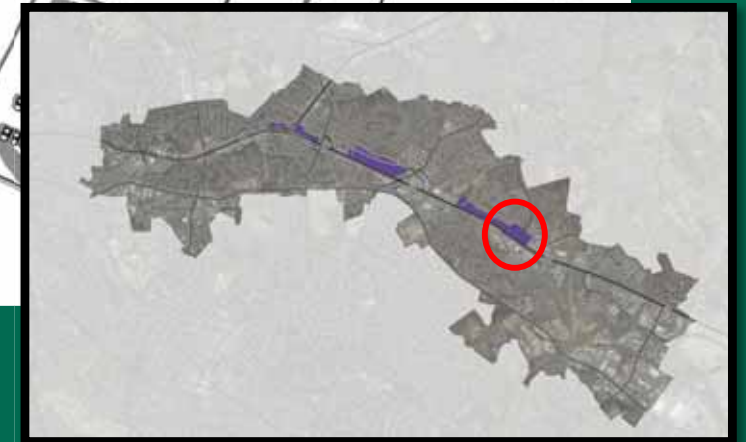
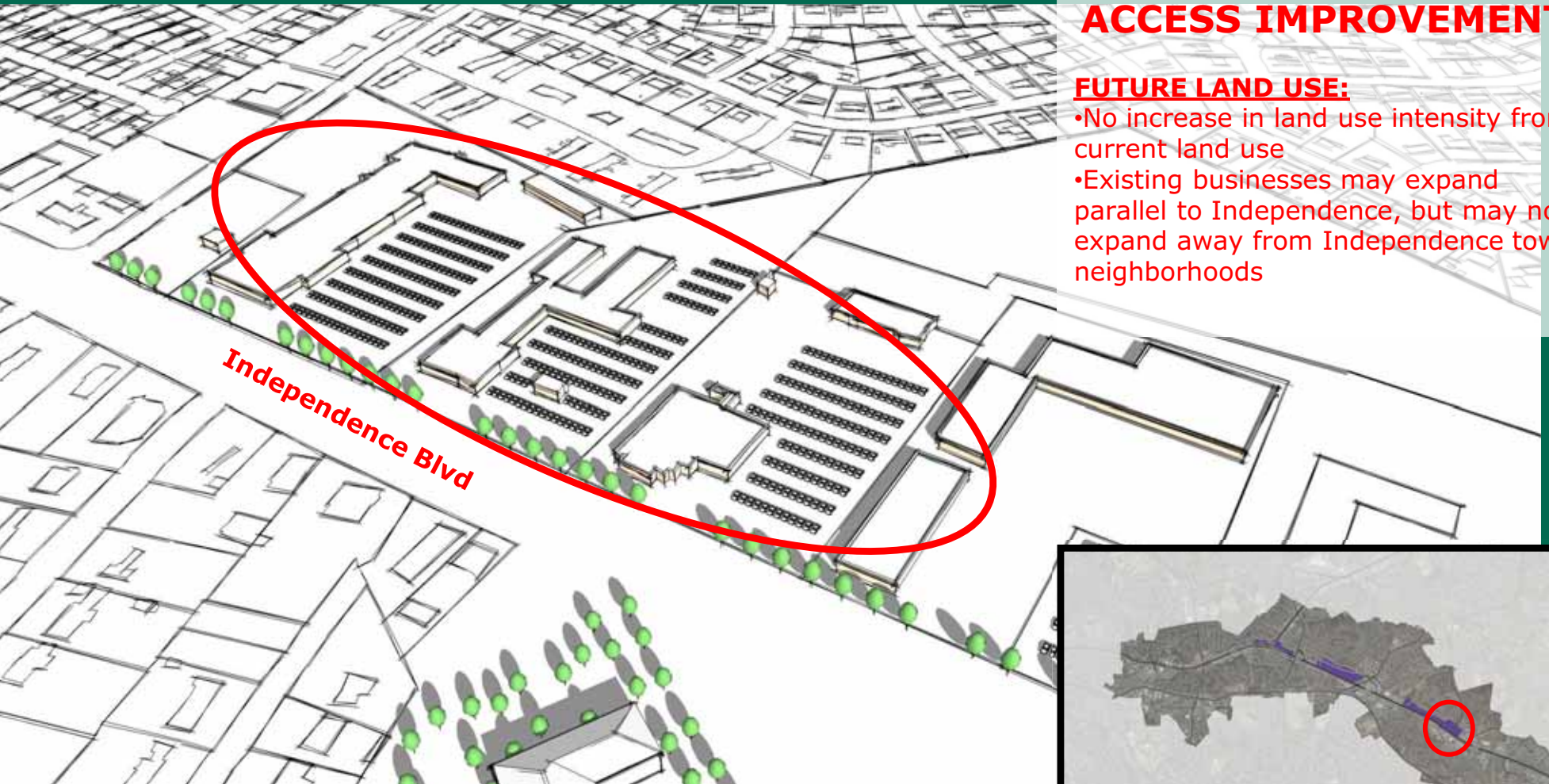


Independence Business District Example Concept

PARCELS WITHOUT ACCESS IMPROVEMENTS

FUTURE LAND USE:

- No increase in land use intensity from current land use
- Existing businesses may expand parallel to Independence, but may not expand away from Independence toward neighborhoods



Independence Business District Example Concept

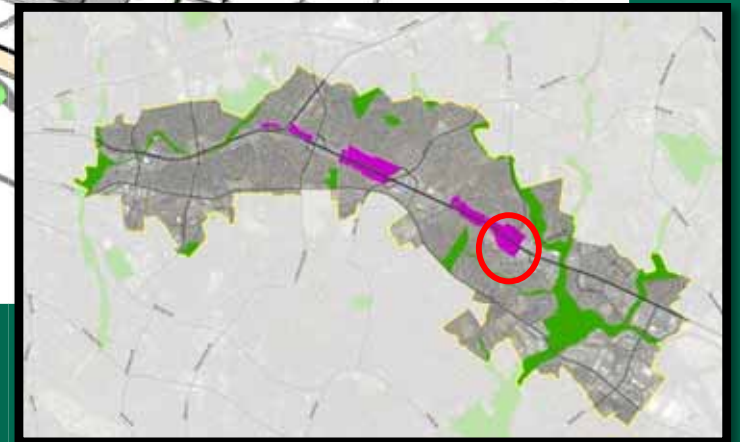
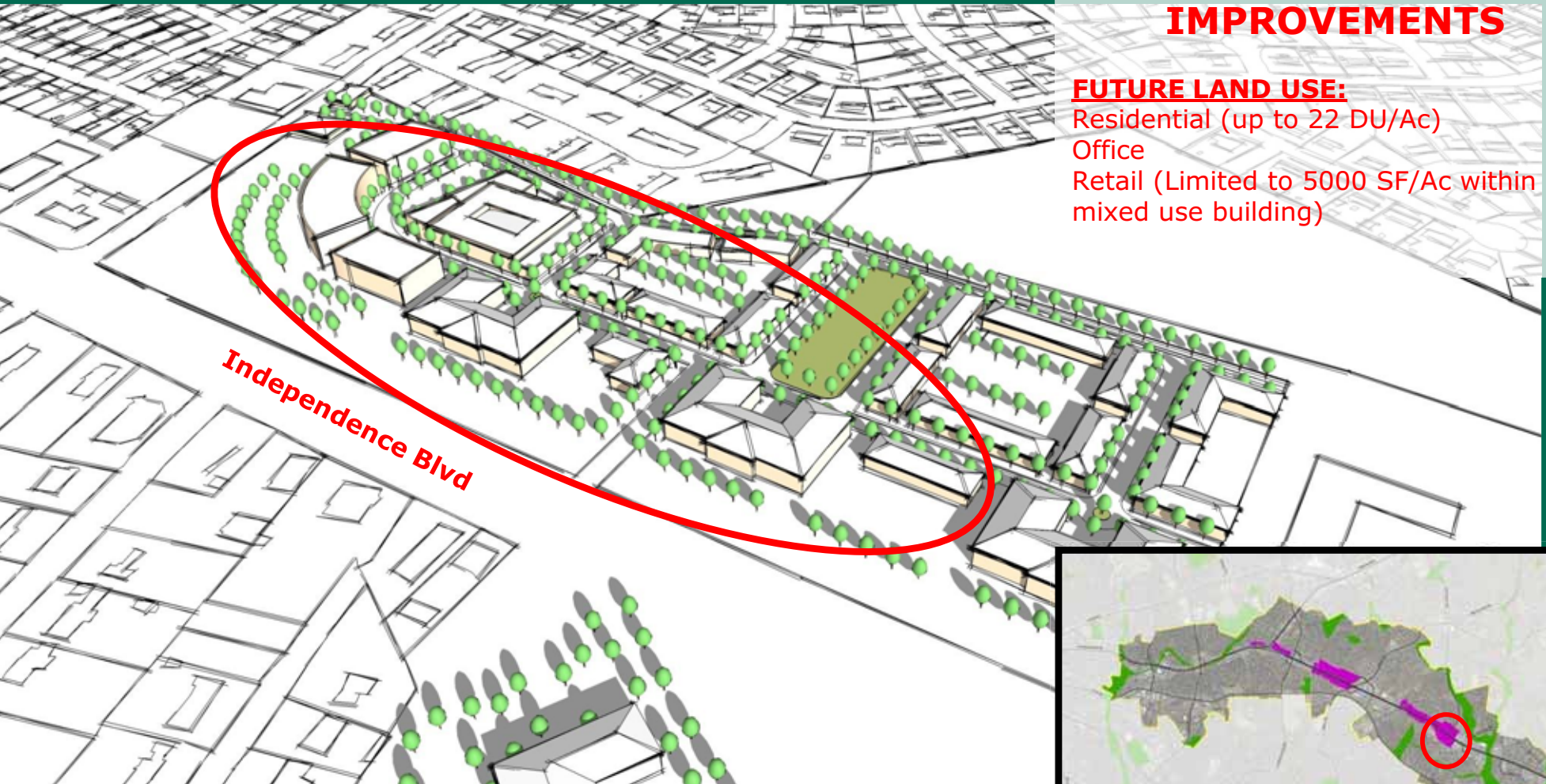
PARCELS WITH ACCESS IMPROVEMENTS

FUTURE LAND USE:

Residential (up to 22 DU/Ac)

Office

Retail (Limited to 5000 SF/Ac within
mixed use building)





Remaking Commercial Strips



Remaking Commercial Strips



Remaking Commercial Strips





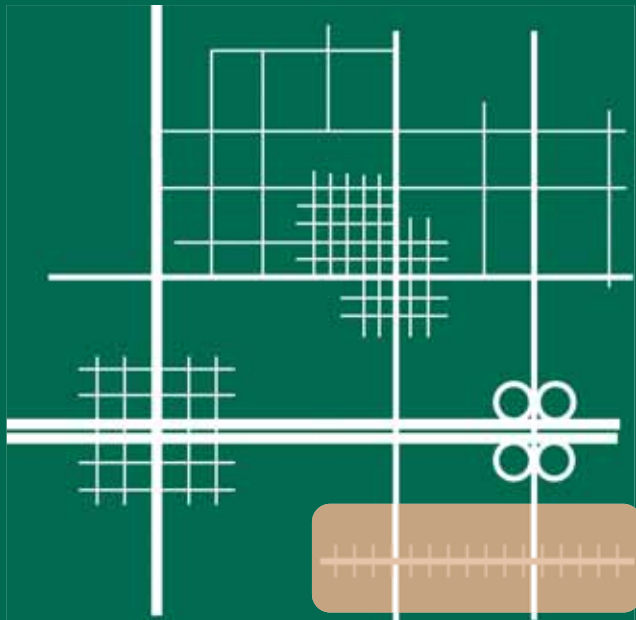
Employment District








Employment District

Employment Districts provide **employment choices** for the community.

Need access to **rail and highways**



How do
Employment
Districts help us
achieve our
principles?

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Character of Use

Single-use office and industrial, with limited supporting retail uses



Building Types

Manufacturing Facilities

Warehouses

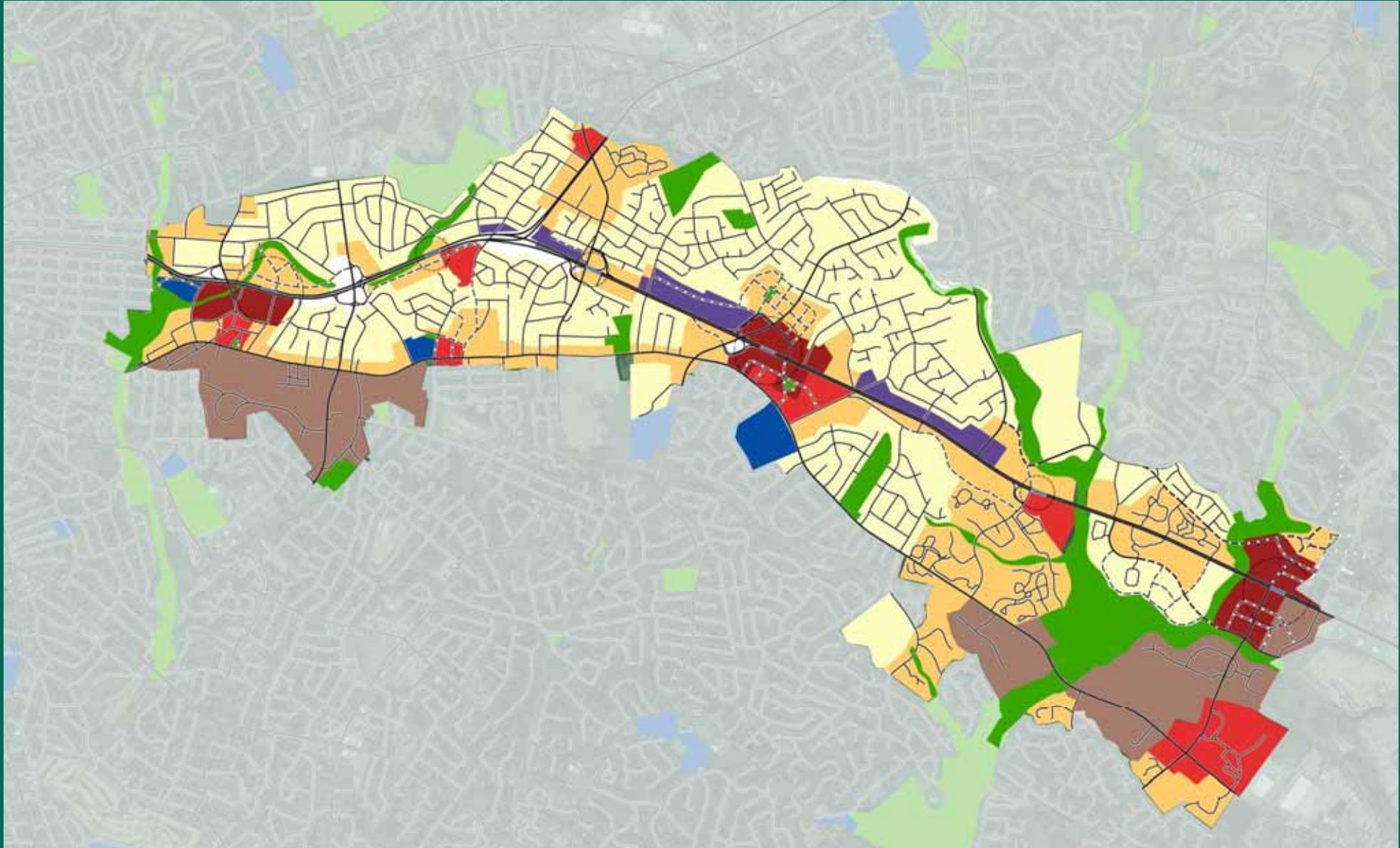
Flex Space

Large-Floorplate Offices

Supporting retail



Character Framework

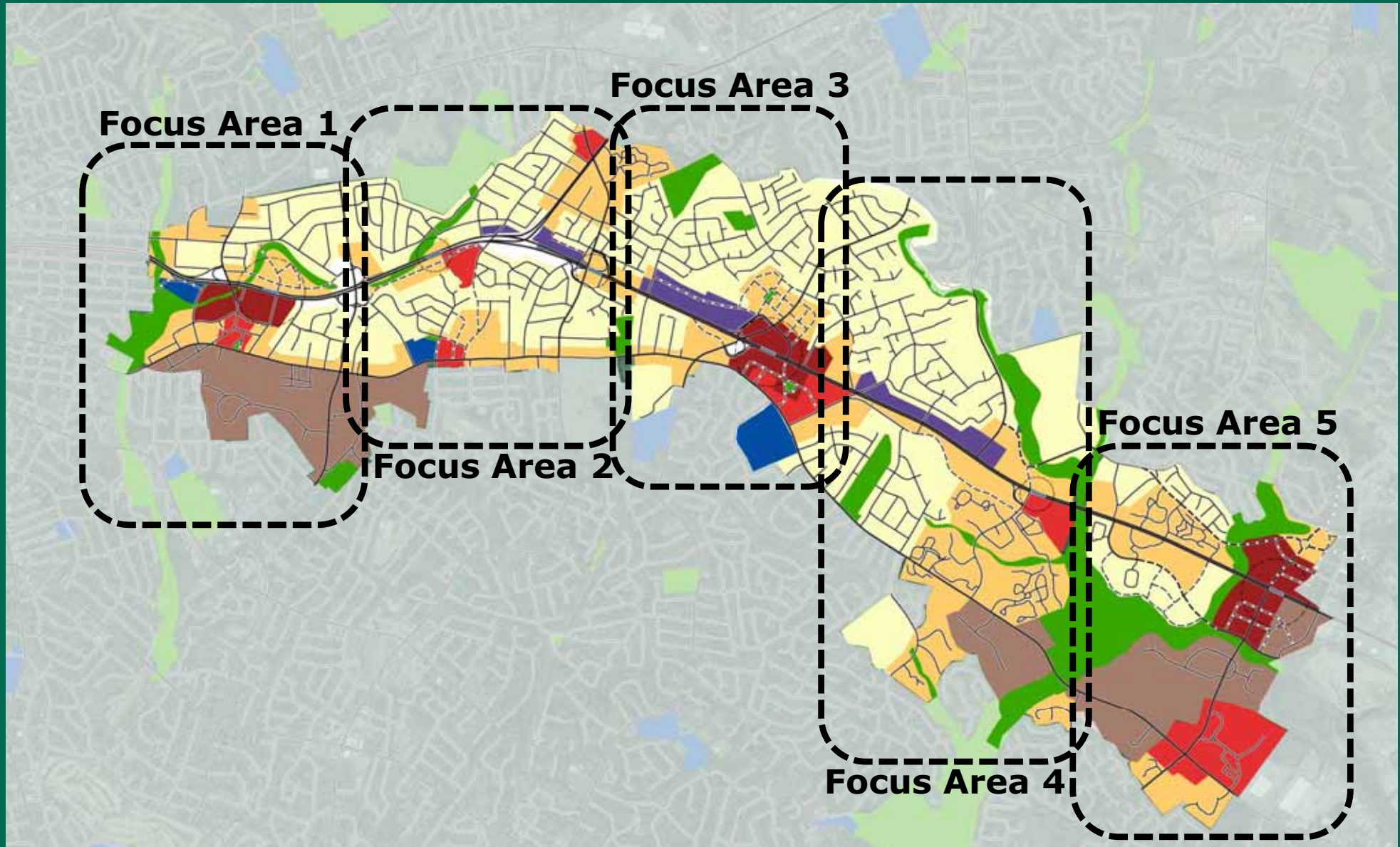




CITY OF CHARLOTTE

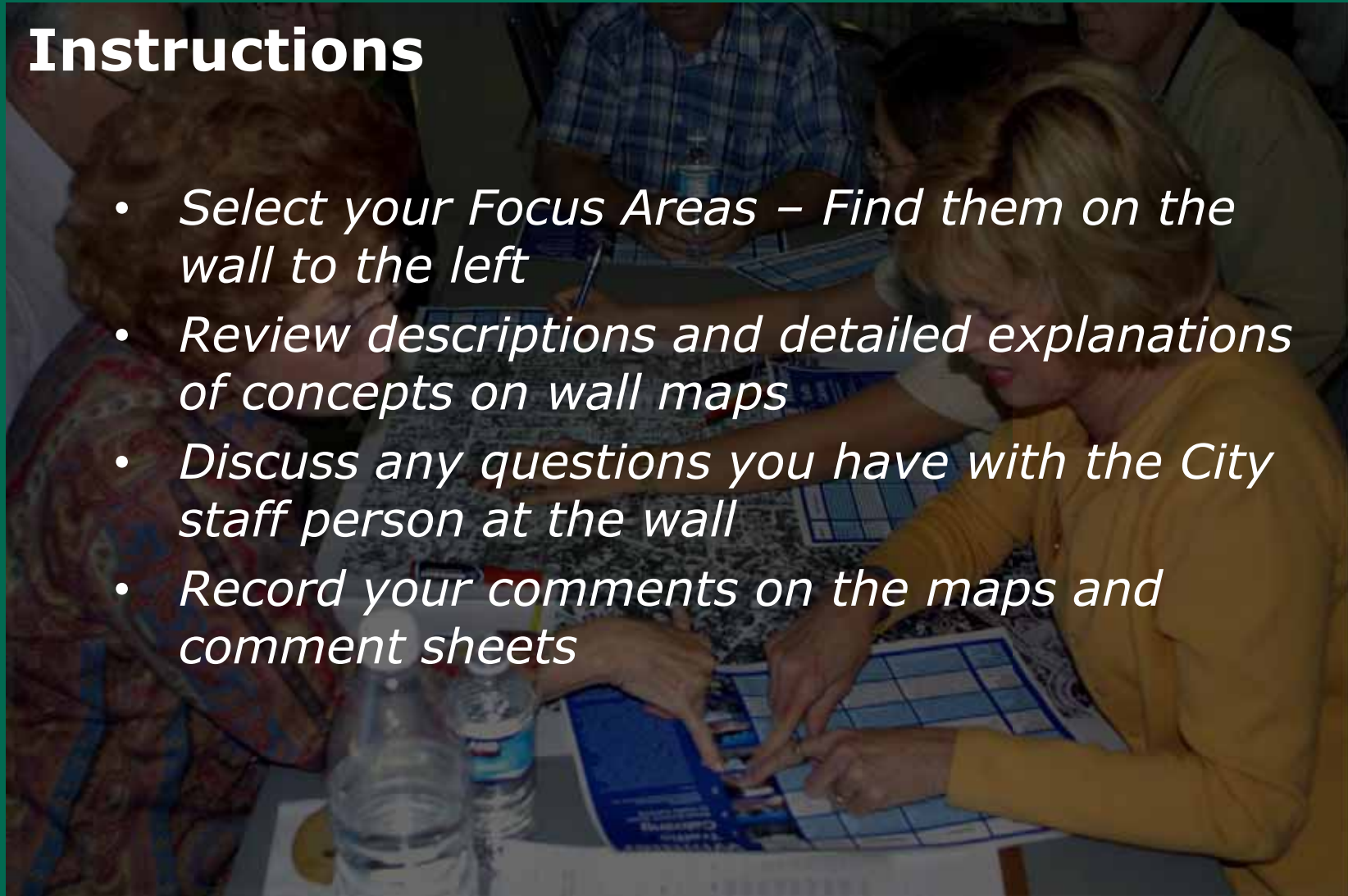


COMMUNITY INPUT



Instructions

- *Select your Focus Areas – Find them on the wall to the left*
- *Review descriptions and detailed explanations of concepts on wall maps*
- *Discuss any questions you have with the City staff person at the wall*
- *Record your comments on the maps and comment sheets*

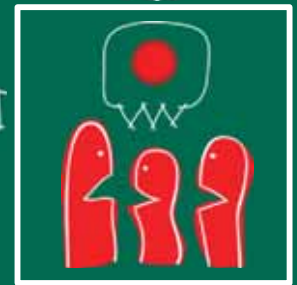
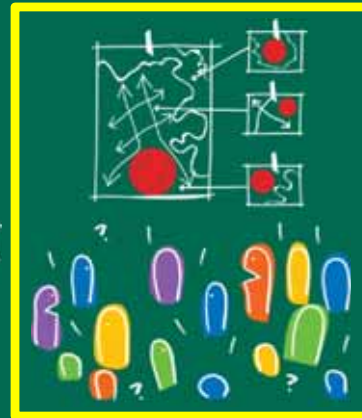
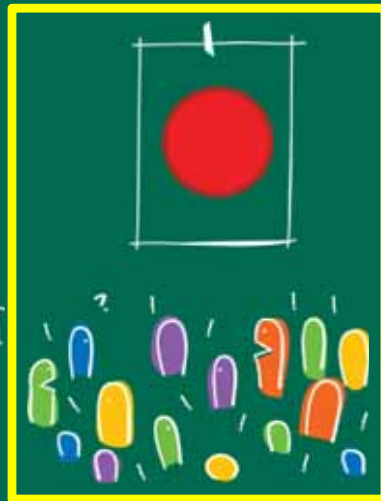
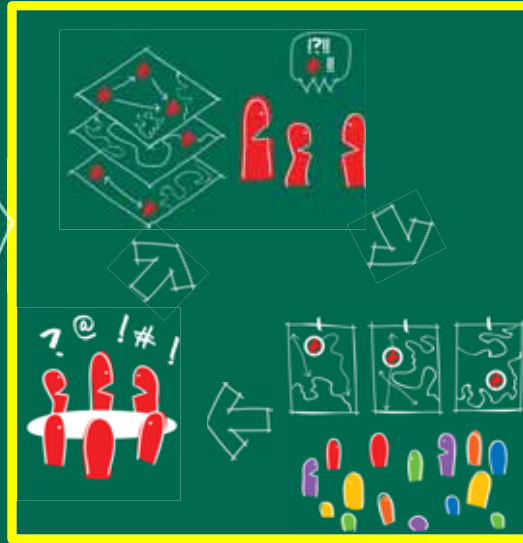
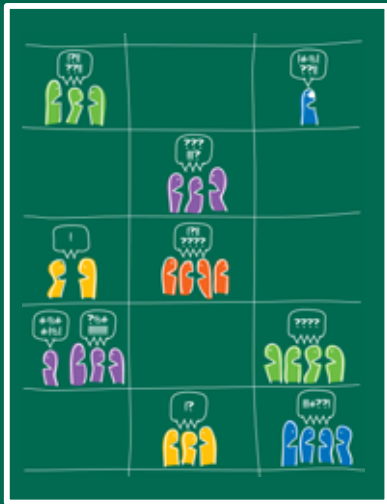




CITY OF CHARLOTTE



NEXT STEPS



Stakeholder Interviews	May
COMMUNITY VISION WORKSHOP	June 24
Design Workshops to Develop Alternative Scenarios (Advisory Group Review Meetings)	July 17 – Aug 7
Community Review of Alternative Scenarios	October 28
Preferred Scenario Refinement	Nov – Dec
Community Review of Area Plan Recommendations	Jan '09
Prepare Final Plan	Feb '09
Final Report	Feb '09
Adoption Process	Feb – July '09

Items in **YELLOW** indicate opportunity for general public involvement and plan review

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