Midtown Morehead Cherry area plan

Citizen Advisory Group

Meeting 3

March 3, 2011

Meeting Agenda

1. Background Review
2. Vision Statement Follow-up
3. Economics / Market Study:

   Todd Noell
4. Land Use Introduction
5. Wrap-up and Next Steps

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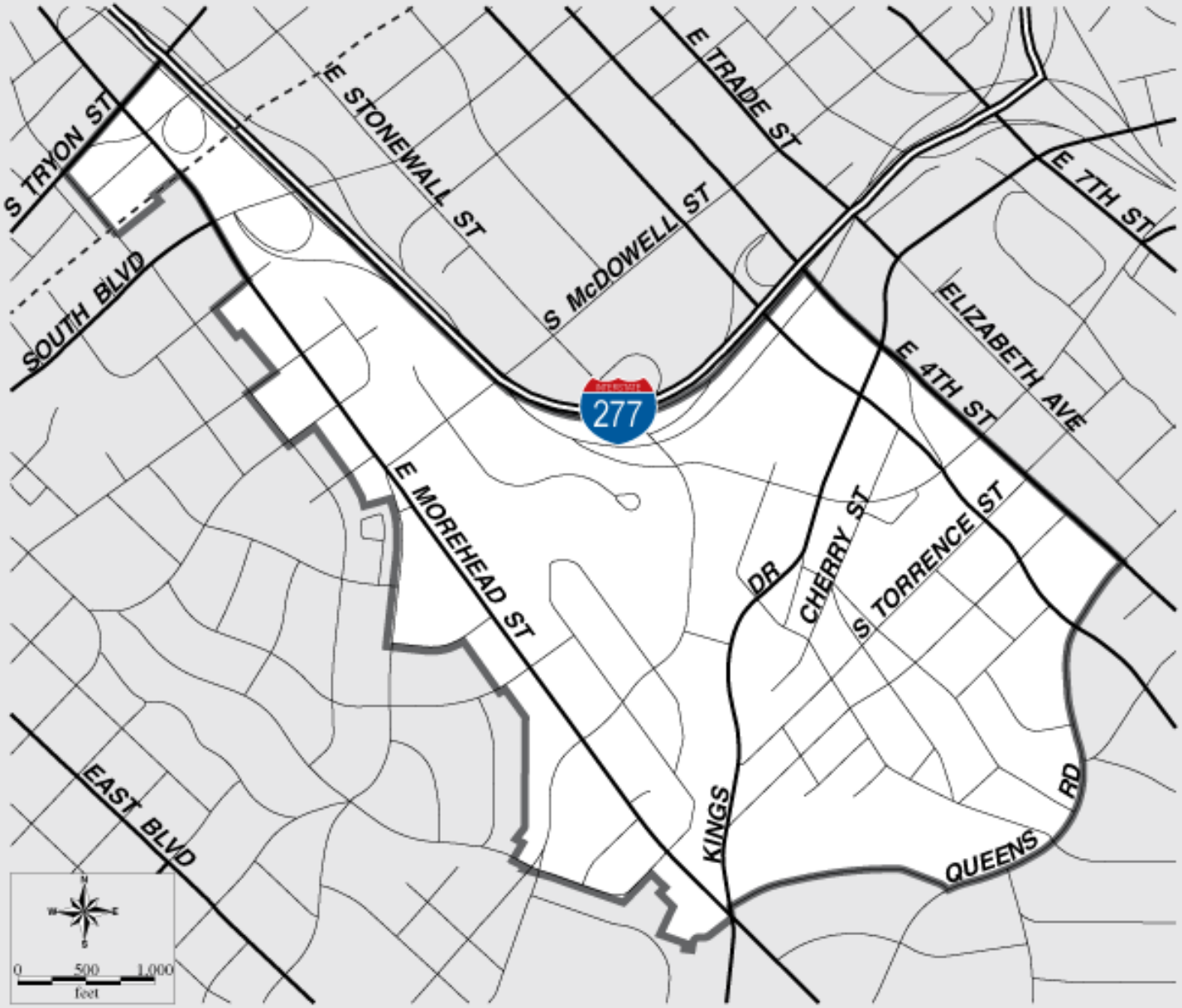
Background Review

Midtown Morehead Cherry Area Plan



Produced by the Charlotte-Mecklenburg Planning Department, October 28, 2010.

Plan Boundary

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Plan Development Process

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Citizen Advisory Group

- The purpose of the CAG is to help shape the area plan's goals, objectives, and recommendations.
- The CAG will meet 6 to 8 times over the next 5 or 6 months. Each meeting will focus on specific topics and issues.
- Interested volunteers may sign up here or by sending an email to: *KMain@ci.charlotte.nc.us*

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Vision Statement Follow-up

Midtown Morehead Cherry Area Plan

Produced by the Charlotte-Mecklenburg Planning Department, November 29, 2010.

Existing Land Use

Visioning

- Statement or list of characteristics.
- Creative but grounded in reality.
- Achievable.

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MMC "Draft"

The Plan Area is a diverse community of residents, businesses, and institutions located just south of Charlotte's Center City. The area is united by the new Little Sugar Creek Greenway, _____ _____.

This plan sets forth a vision for the three neighborhoods within the area, each moving forward with its unique focus:

- **Midtown** is _____ _____. It seeks to be _____ _____.
- **Morehead** is _____ _____. It seeks to be _____ _____.
- **Cherry** is _____ _____. It seeks to be _____ _____.

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Cherry group

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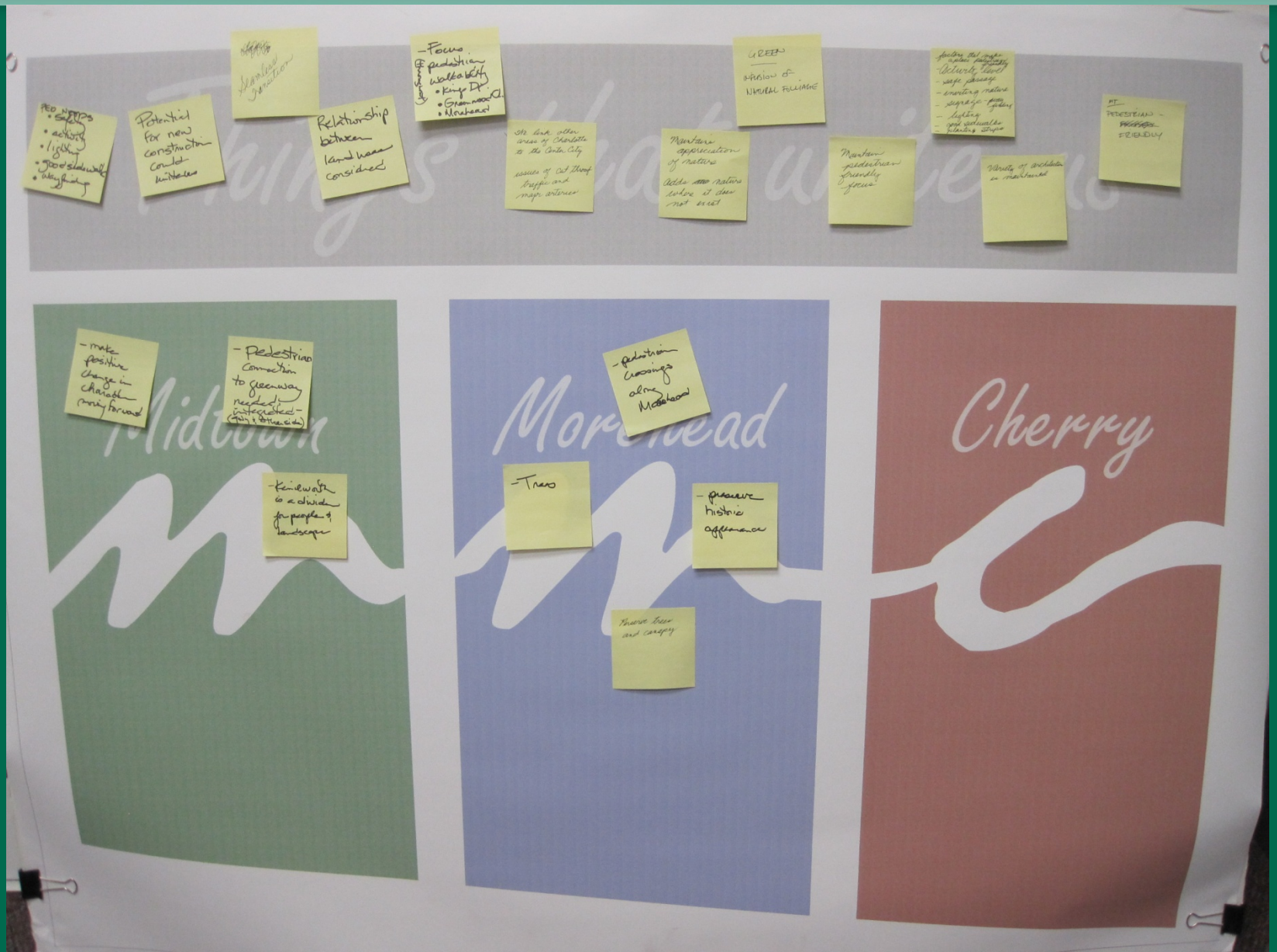
Midtown & Morehead group



CITY OF CHARLOTTE

MMC First Draft

The Midtown Morehead Cherry Area is a thriving and diverse community of residents, businesses, and institutions located just south of Uptown Charlotte. The area is united by the new Little Sugar Creek Greenway, which provides a common amenity and focal point for continued evolution as walkable mixed use communities surrounding and interacting with Uptown. The area is composed of three neighborhoods, each with distinct character and aspirations.

- **Midtown** has emerged as an urbanized district drawing energy from Uptown, Elizabeth Avenue, and nearby hospital and community college campuses. It seeks to evolve as a pedestrian-oriented destination where people live, work, play, and shop, serving as a community gathering place for Cherry, Dilworth, and Elizabeth neighborhoods and the larger city, tying together the greenway, farmers market and natural features, while preserving a respectful transition to the Cherry neighborhood.

- **Morehead** is an office and business extension of the Dilworth community. It has distinctive wide setbacks and dense mature tree canopy along East Morehead Street. It seeks to become more pedestrian friendly and evolve into a mixed use district, while still preserving its character and sensitivity to the scale of the Dilworth neighborhood.

- **Cherry** began in the late 19th Century on the outskirts of Charlotte, and became one of the City's earliest African American neighborhoods. As it increases in cultural diversity, it seeks to preserve its history and form, to stabilize its existing single-family housing stock, and to provide continuing affordable housing opportunities. It also seeks to retain its close-knit community spirit, to enhance its pedestrian network and tree lined streets, and to protect its fragile edge from intrusion of higher density uses incompatible with its residential character.

CITY OF CHARLOTTE

MMC Second Draft

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

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

- **Morehead** was a primary residential street of historic Dilworth which has become an office and mixed use element of the community. It has distinctive wide setbacks and dense mature tree canopy along East Morehead Street which should be maintained. It seeks to become more pedestrian friendly and strengthen its mix of uses, while still preserving its historic character and sensitivity to the scale of the Dilworth neighborhood.

- **Cherry** began in the late 19th Century on the outskirts of Charlotte, and became one of the City's earliest African American neighborhoods. As it increases in cultural diversity, it seeks to:
  - preserve its history and character,
  - stabilize its existing single-family housing,
  - continue to provide viable affordable housing opportunities,
  - retain its close-knit community spirit,
  - enhance its pedestrian network and tree lined streets, and
  - protect its fragile edge from intrusion of higher density uses incompatible with its residential character and scale.

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Economics / Market Study: Todd Noell

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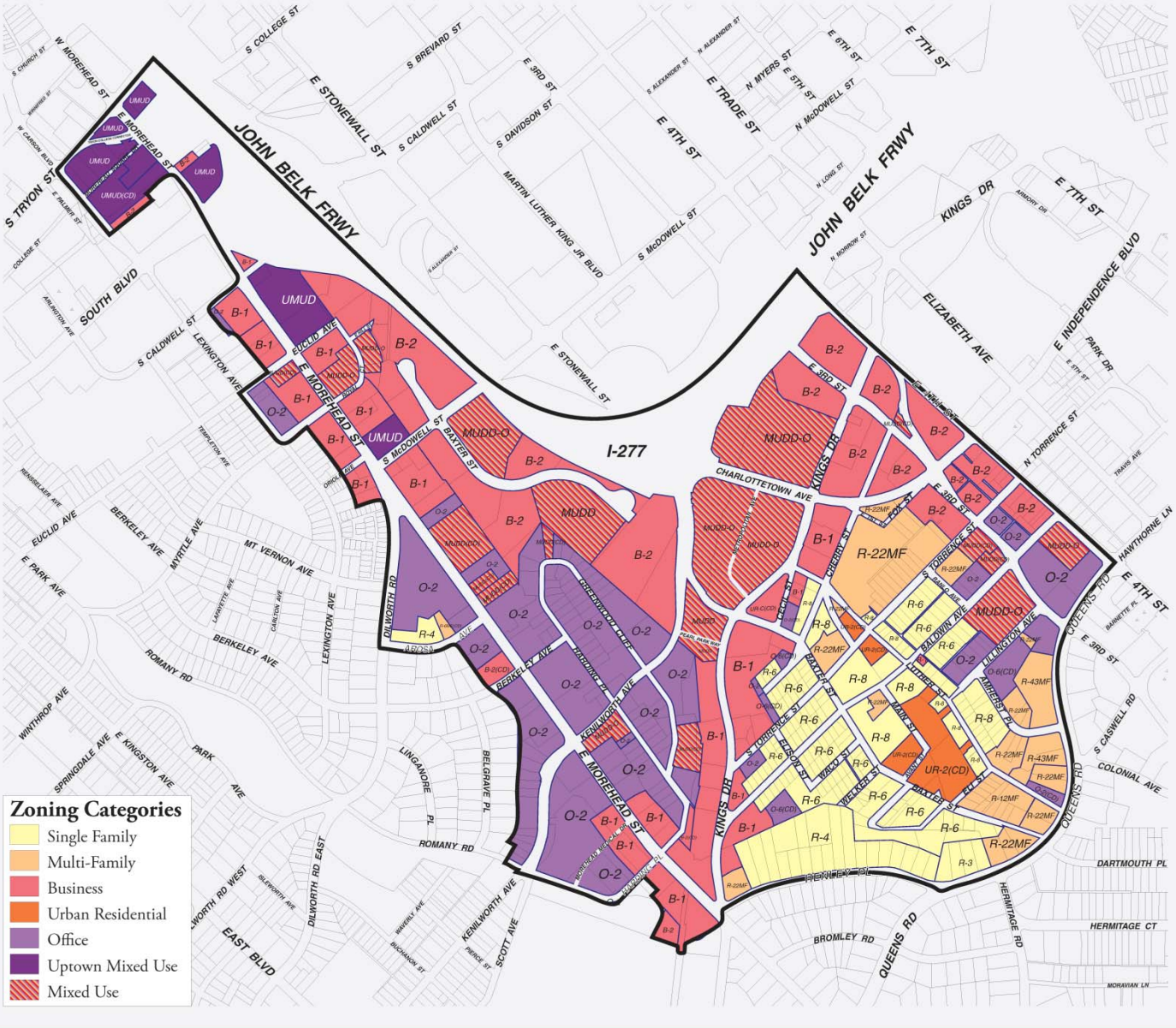
Land Use

Midtown Morehead Cherry Area Plan

Produced by the Charlotte-Mecklenburg Planning Department, November 29, 2010.

Existing Land Use

Midtown Morehead Cherry Area Plan



Produced by the Charlotte-Mecklenburg Planning Department, November 2, 2010.

Existing Zoning Designations

Midtown Morehead Cherry Area Plan

Produced by the Charlotte-Mecklenburg Planning Department, November 16, 2010.

Existing Adopted Land Use

Midtown Morehead Cherry Area Plan

Produced by the Charlotte-Mecklenburg Planning Department, November 16, 2010.

Concept - Existing Adopted Land Use

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Wrap-up and Next Steps

Next Steps

- Citizen Advisory Group Meeting 4

  Tentative: March 24, Pleasant Hill Baptist Church

  Topic: Transportation

Questions?

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Thank You!

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