



Citizen Advisory Group

Meeting 3

March 3, 2011

CHARMECK.ORG

- 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*

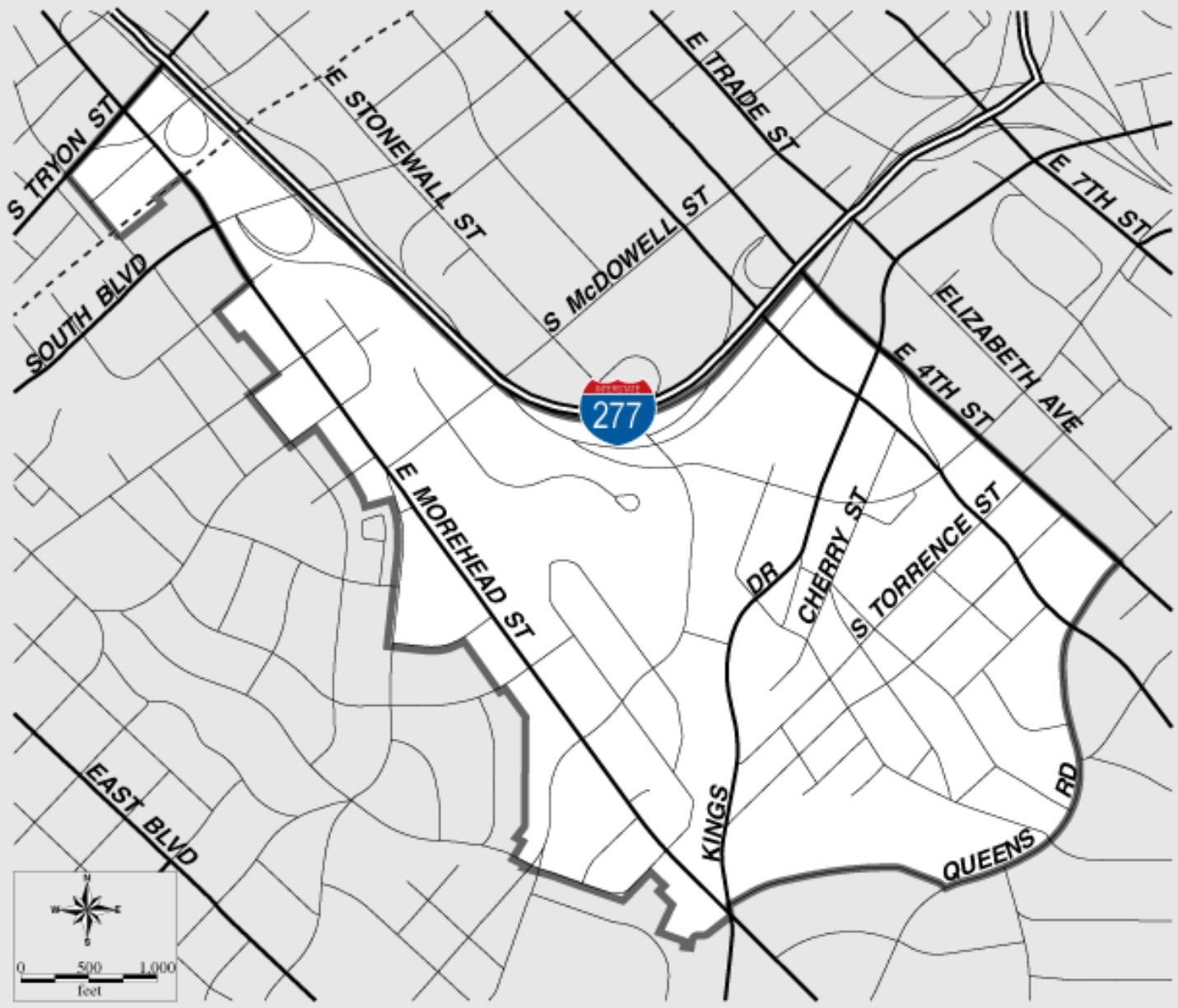


*Morehead*



*Cherry*  
area plan

# Midtown Morehead Cherry Area Plan





# Plan Development Process



# 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](mailto:KMain@ci.charlotte.nc.us)



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# Vision Statement Follow-up



*Midtown*



*Morehead*



*Cherry*  
area plan

# Midtown Morehead Cherry Area Plan



- Existing Land Use**
- Single Family - Detached
  - Single Family - Attached
  - Multi-Family
  - Retail
  - Office
  - Warehouse/Distribution
  - Industrial
  - Institutional
  - Parking
  - Transportation
  - Utility
  - Open Space
  - Mixed Use
  - Vacant





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



# 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 \_\_\_\_\_.



# Cherry group

## Things that unite us

North-south

lot of communication  
the new  
Little Sugar  
Greek  
Greenway does  
not unite.

Diversity  
History  
Preservation  
Love of urban  
life, amenities

Resource -  
rich

FARMERS  
MARKET  
unite all three  
because it is market  
it communicates its  
diverse, you know what  
to expect!

Government work on  
- communication  
- consistency  
- reliability  
- trust  
(what we want)

### Midtown

destination

### Morehead

opportunity for PED usage

tree canopy

Greenway Issues  
- parkway - thru  
- impact on  
- maintenance

### Cherry

Resource, business, events that creates a mixing and elbow rubbing of all types of people in an inland, rural setting.

Preserving historic nature

Walking Communities

Community feeling

Preserving "residential" Cherry!

Thurs  
Central Traffic  
Monday-Saturday  
Neighborhood

Cherry seeks to be a safe, vibrant historical community

Cherry is a historical community with broad range to diversity and culture.

the name of the school district change (MORGAN SCHOOL) (at end of Waxy back)

Maintain pedestrian environment, safety

History of the neighborhood (main entry, adjacent, don't change)

maintainability of the neighborhood, thorough, like neighborhood, family-oriented, safe + affordable, thoughtful

Cherry is a historical community with broad range to diversity and culture.

Cherry -  
- historical character  
- location in downtown  
- public school, churches  
- residential character  
- mixed-income housing



# Midtown & Morehead group

Things that are...

- PEDESTRIAN
  - activity
  - lifestyle
  - good sidewalk
  - wayfinding
- Potential for new construction could include...
  - green wall
  - green wall
- Relationship between land uses considered
- Focus on pedestrian walkability
  - King Dr.
  - Greenwood
  - Morehead
- It's like other areas of Charlotte to the other city
- issue of cut-throat traffic and map routes
- Maintain appreciation of nature
  - adds more nature looks it does not exist
- Maintain pedestrian friendly focus
- Mix of activities in Morehead
- MT PEDESTRIAN FRIENDLY

Midtown

- make positive change in character moving forward
- Pedestrian connection to greenway needed, integrated with other areas
- know what is a divider for people & landscape

Morehead

- Pedestrian crossings along Morehead
- Two
- preserve historic appearance
- There's been some canopy

Cherry



# 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 19<sup>th</sup> 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**.



# 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 19<sup>th</sup> 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



*Midtown*



*Morehead*



*Cherry*  
area plan



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# Land Use



*Midtown*



*Morehead*



*Cherry*  
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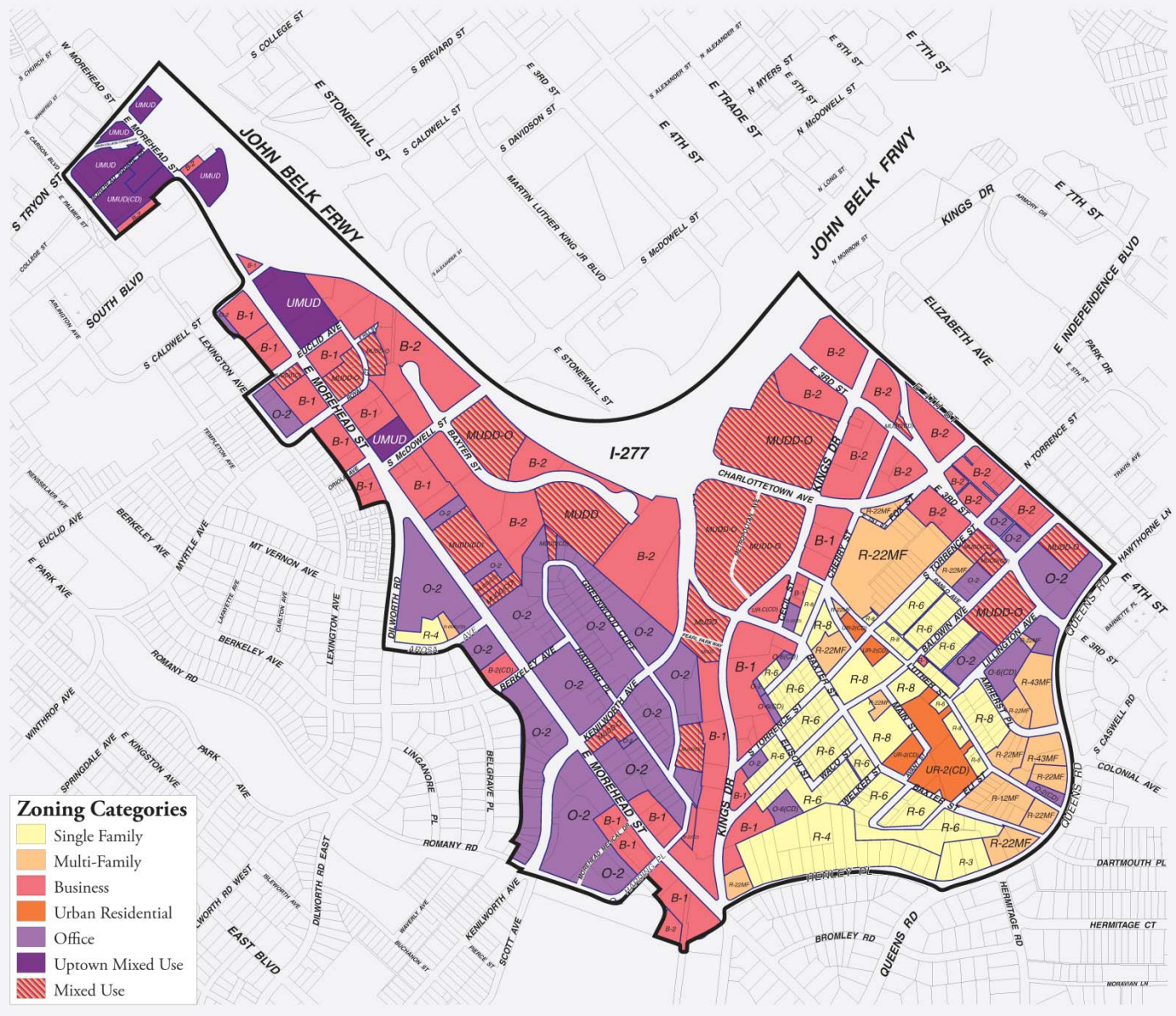
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# Midtown Morehead Cherry Area Plan



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Concept - Existing Adopted Land Use



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# Wrap-up and Next Steps



*Midtown*



*Morehead*



*Cherry*  
area plan

- Citizen Advisory Group Meeting 4  
Tentative: March 24, Pleasant Hill Baptist Church  
Topic: Transportation



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# Questions?



*Midtown*



*Morehead*



*Cherry*  
area plan



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# Thank You!

[www.charlotteplanning.org](http://www.charlotteplanning.org)

## Planning Staff Contacts:

Kent Main

[KMain@ci.charlotte.nc.us](mailto:KMain@ci.charlotte.nc.us)

John G. Howard

[JGHoward@ci.charlotte.nc.us](mailto:JGHoward@ci.charlotte.nc.us)

Alberto Gonzalez

[AGonzalez@ci.charlotte.nc.us](mailto:AGonzalez@ci.charlotte.nc.us)

Phone: 704-336-2205

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