



Citizen Advisory Group
Meeting #2

January 12, 2012

6:00 p.m.

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- 1. Vision Statement**
- 2. Demographic Background**
- 3. Land Use Policy Context**
- 4. Group Exercise**
- 5. Wrap-up & Next Steps**





CITY OF CHARLOTTE

Vision Statement





PARK WOODLAWN AREA PLAN

VISION STATEMENT Option 1

The Park Woodlawn area is a collection of long standing Charlotte neighborhoods that help form part of a thriving community, consisting of a diverse mix of residents, businesses, and civic institutions, with a rich history in the area. The community contains a thriving mixed-use activity center with a strong presence of established local businesses, surrounded by stable neighborhoods.

This plan sets forth a vision for this area by moving forward with its unique focus on:

- **Neighborhoods** that are the backbone to the stability of the area and will continue to be so into the future. New development in and around the neighborhoods will take into account its impact on the quality of life of the area, protect the tree canopy, provide adequate transportation connections, and consider community input during the development process.
- **Mixed-Use Activity Center** will be a thriving neighborhood serving mixed-use center with a rich variety of retail, office, entertainment and multi-family residential uses; in a pedestrian friendly development form that is conducive to a high quality of life for area residents and visitors

PARK WOODLAWN AREA PLAN

VISION STATEMENT Option 2

Park Woodlawn is recognized as one of Charlotte's most vibrant, attractive, and diverse areas of our city. The dynamic blend of:

***mature neighborhoods** led by engaged community leaders and residents,
thriving businesses made up of well-established local and national companies, and
active civic institutions that serve neighborhood residents and the broader area*

have had many successes through the years in creating the area's character and they are committed to continue their work to preserve, strengthen and enhance the unique Park Woodlawn spirit.

This plan sets forth a vision for this area by moving forward with its unique focus on:
NEIGHBORHOODS which are and will be:

***essential** to preserving the distinctive character of the area,
enhanced by high quality development,
preserved for the future.*

TRANSPORTATION connections will be:

***safe for pedestrians**, promoting accessibility for all age levels/physical abilities of area residents and others.*

MIXED-USE ACTIVITY CENTER will be:

***complementary and enhancing** to the surrounding neighborhoods
well-designed and appropriately scaled, and contain a
rich variety of desirable retail, office and multi-family.*

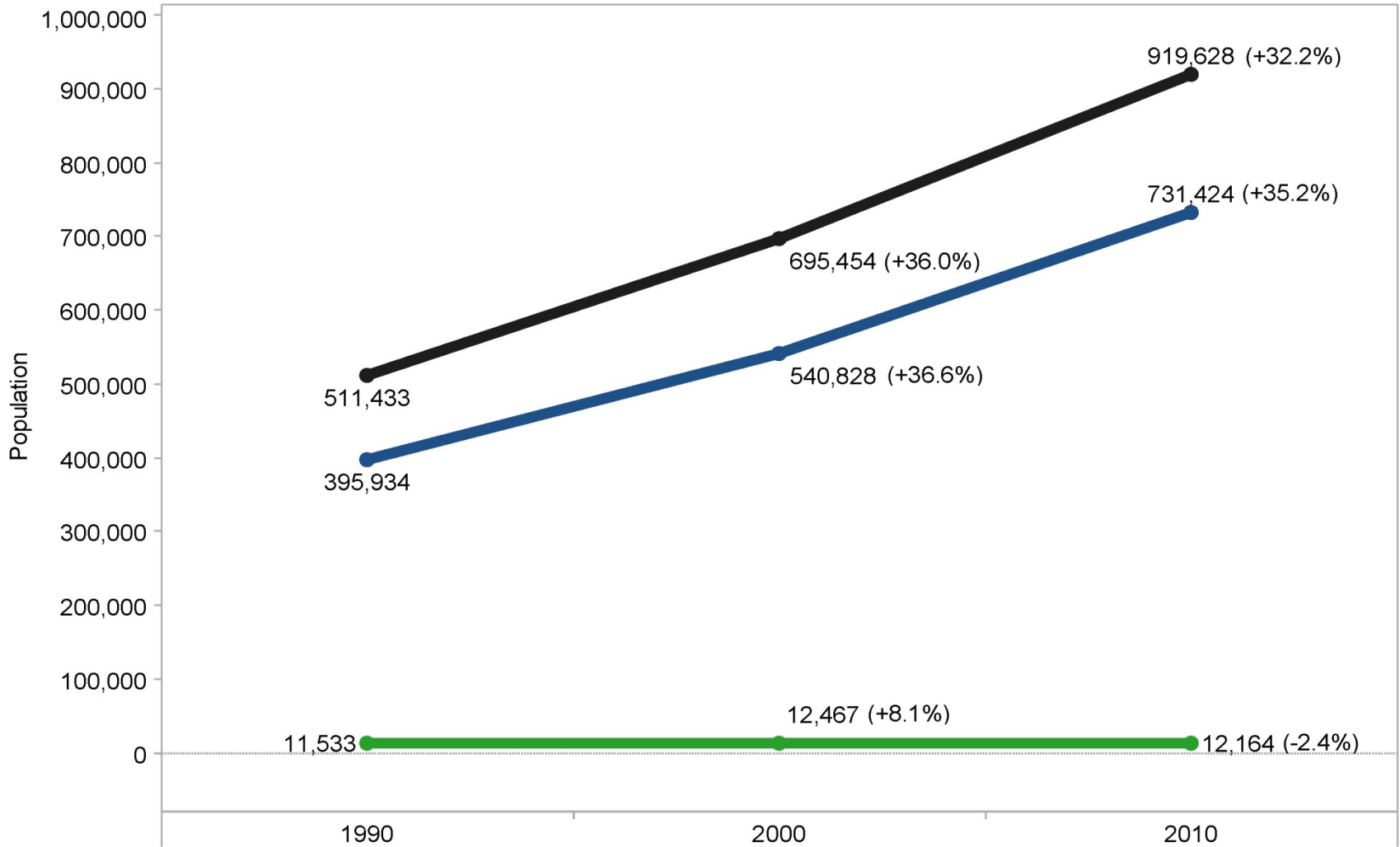


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Demographics



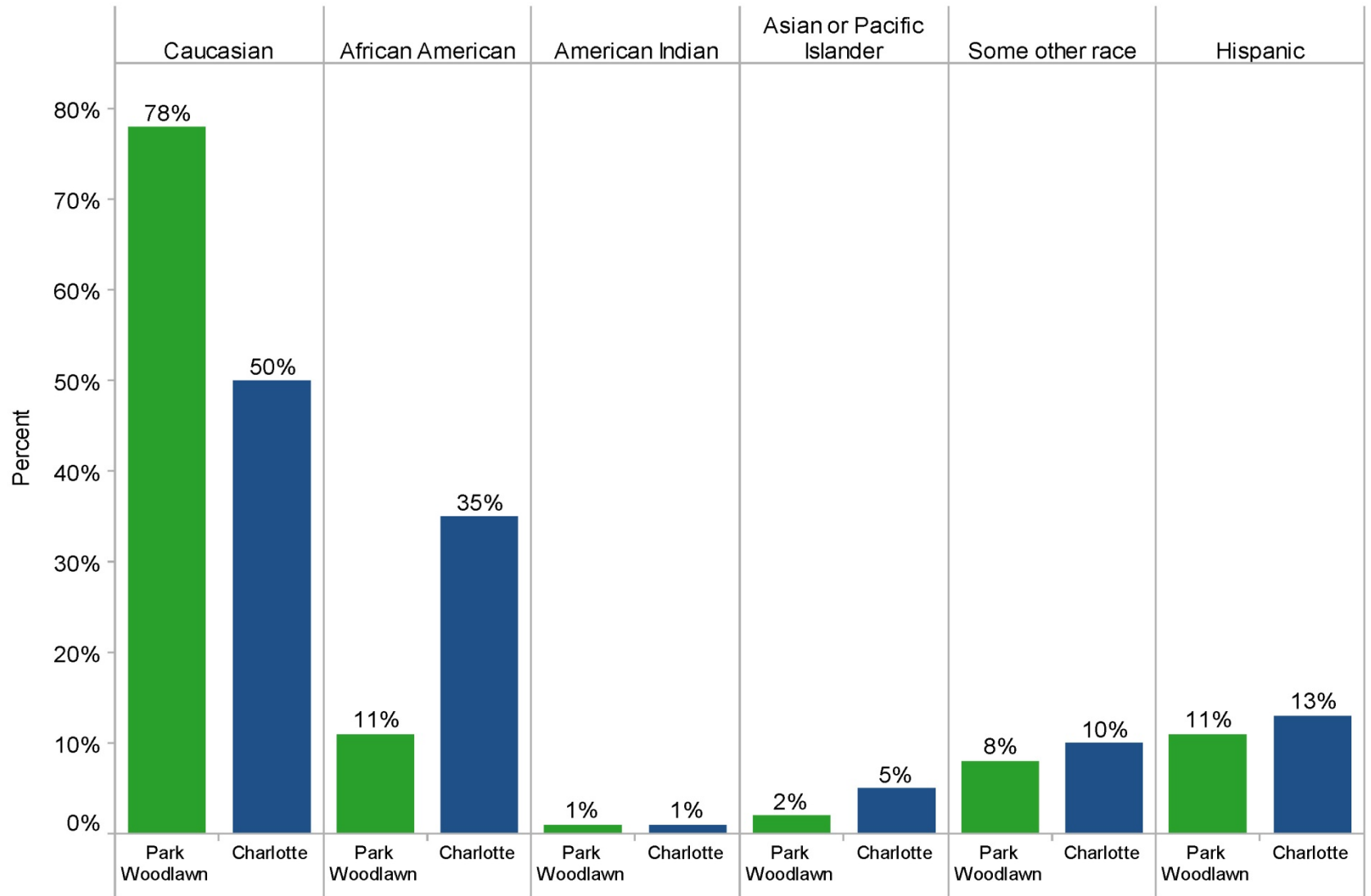
Population Trend for Park Woodlawn, Charlotte and Mecklenburg County



■ Mecklenburg ■ Charlotte ■ Park Woodlawn

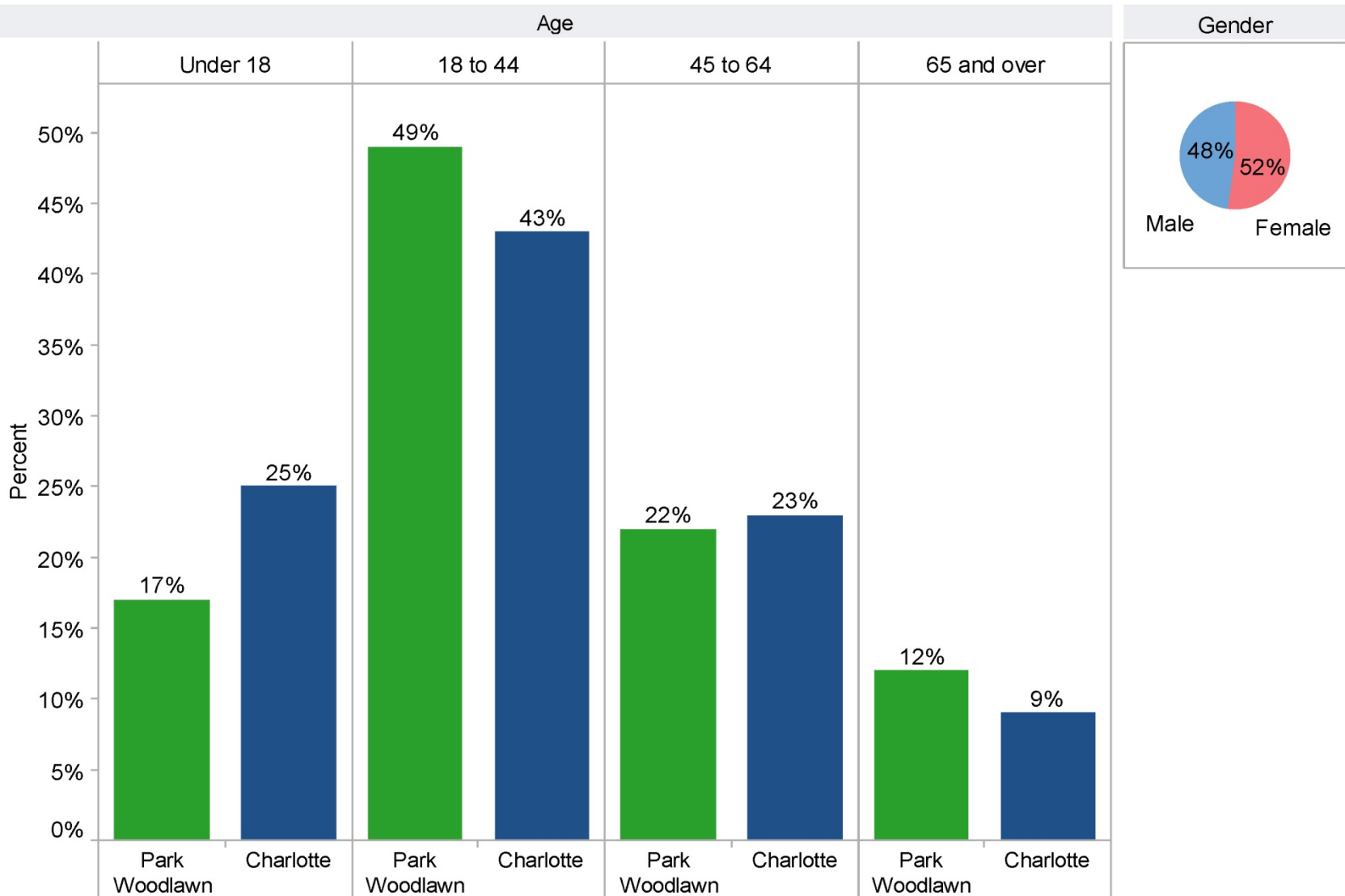
Source: US Census Bureau

Census 2010 Population Profile: Race and Ethnicity

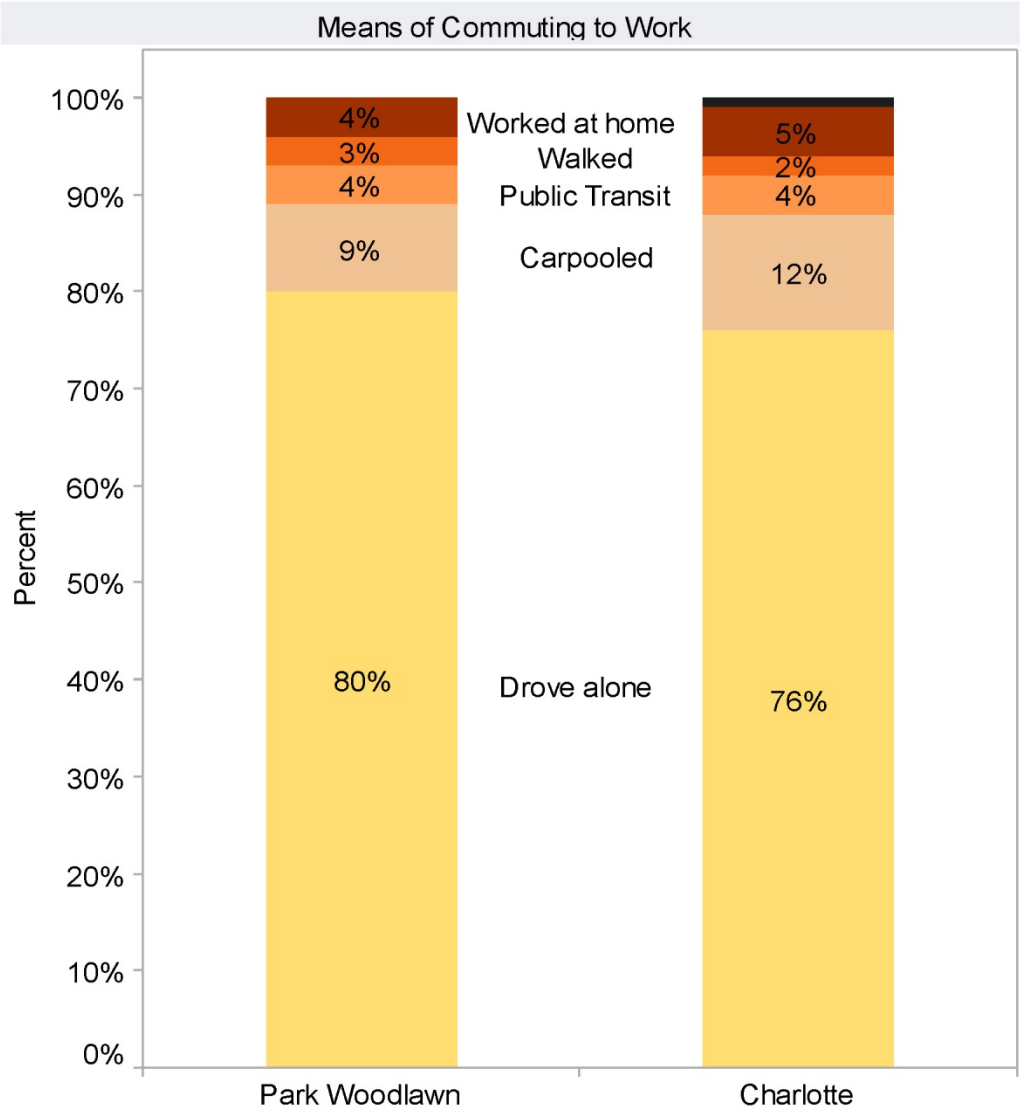


Source: US Census Bureau

Census 2010 Population Profile: Age and Gender



American Community Survey Data: Commuting, Education and Employment



Education	Park Woodlawn (%)	Charlotte (%)
Bachelor's Degree or Higher	47%	39%
High School Graduate or Higher	93%	87%

Park Woodlawn	7.6%
Charlotte	9.2%

Source: US Census Bureau, 2006-2010 American Community Survey 5-Year Estimates



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Land Use

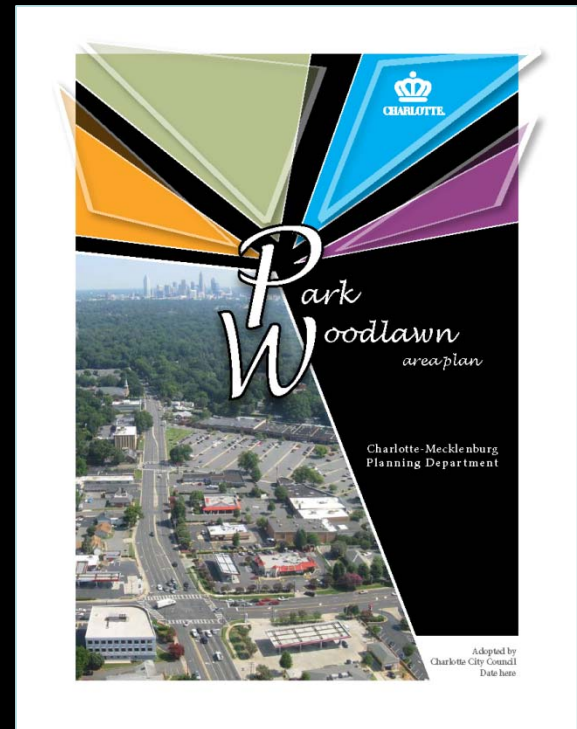


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What is an Area Plan?

- Community's Shared Vision for the Future
- Policy guide that provides a framework for future growth and development
- Has a specific geographic focus and provides detailed Land Use, Community Design, Transportation, and other recommendations
- Identifies public and private investments and strategies that should be pursued in order to realize the plan vision
- Updates the broader, more general district plans as well as older area plans
- Addresses how the community should be maintained and/or changed in the future

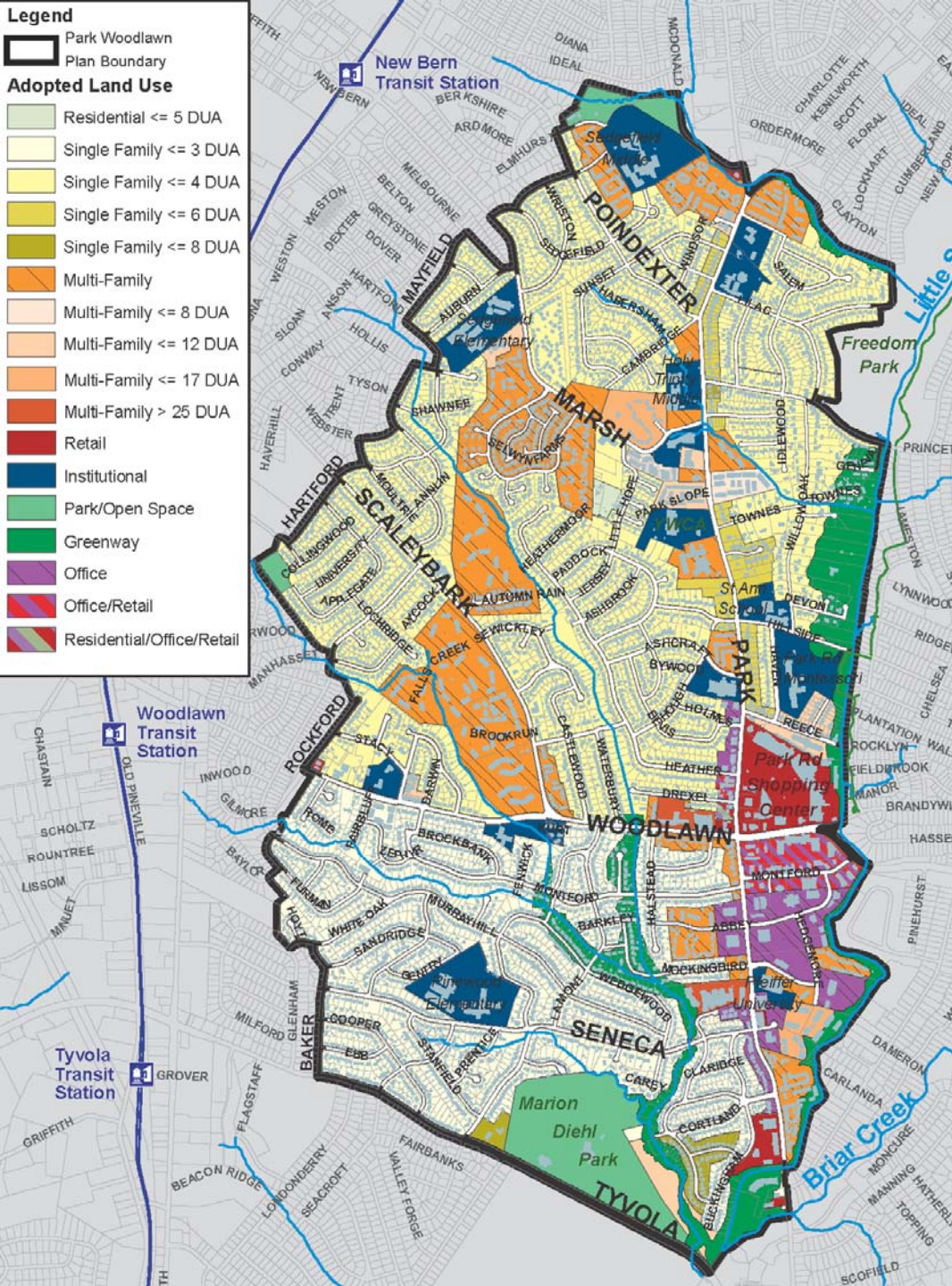


Legend

- Park Woodlawn
- Plan Boundary

Adopted Land Use

- Residential <= 5 DUA
- Single Family <= 3 DUA
- Single Family <= 4 DUA
- Single Family <= 6 DUA
- Single Family <= 8 DUA
- Multi-Family
- Multi-Family <= 8 DUA
- Multi-Family <= 12 DUA
- Multi-Family <= 17 DUA
- Multi-Family > 25 DUA
- Retail
- Institutional
- Park/Open Space
- Greenway
- Office
- Office/Retail
- Residential/Office/Retail



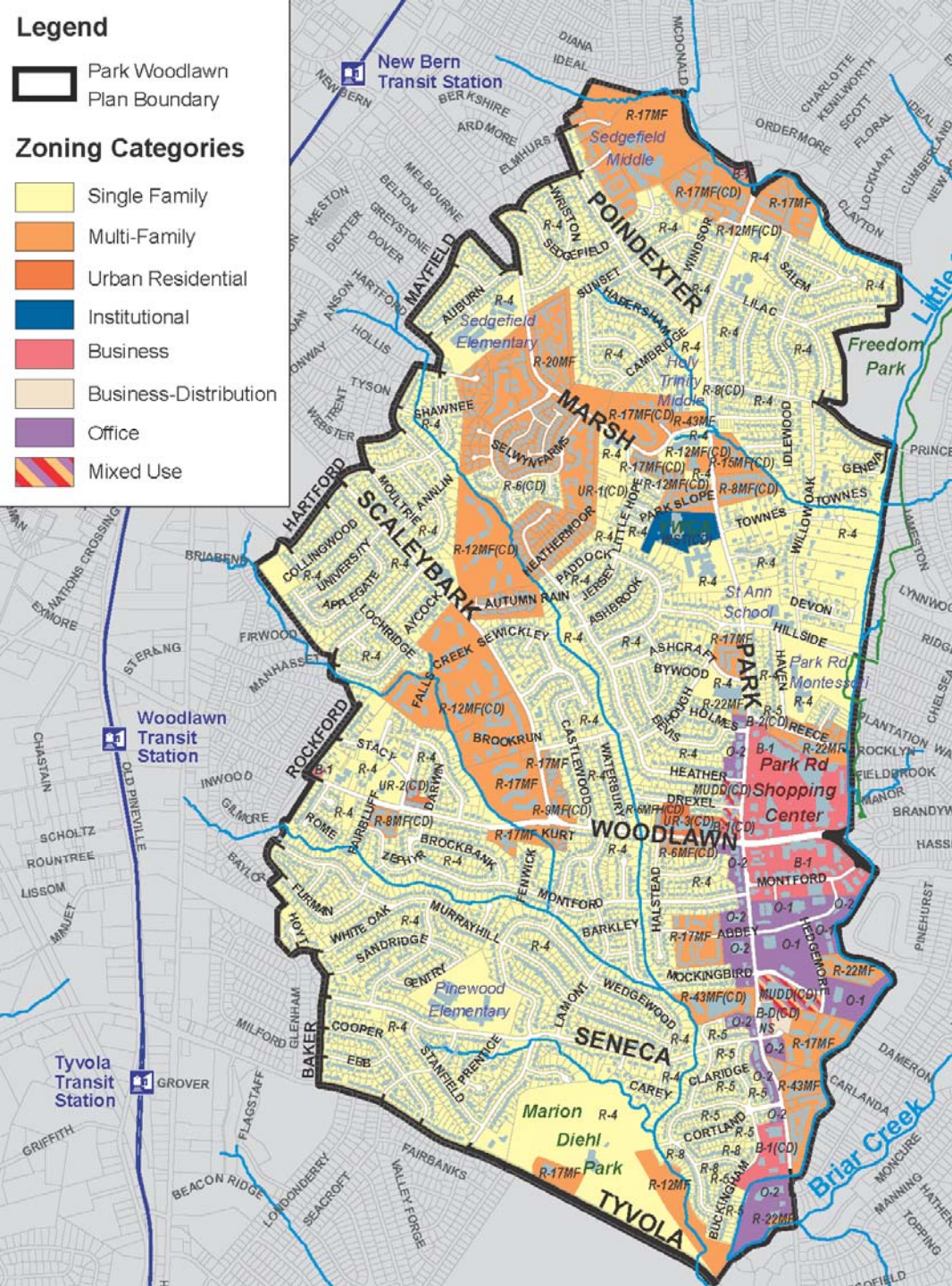
Adopted Land Use

Legend

- Park Woodlawn Plan Boundary

Zoning Categories

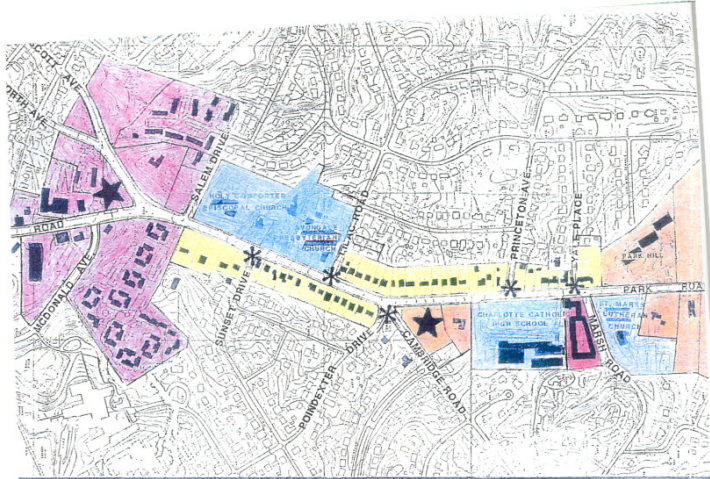
- Single Family
- Multi-Family
- Urban Residential
- Institutional
- Business
- Business-Distribution
- Office
- Mixed Use








Existing Zoning

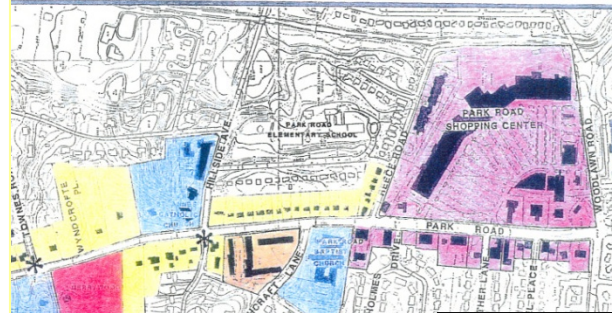


Park Road Corridor Plan (1992)



PARK ROAD CORRIDOR STUDY LAND USE PLAN

-  COMPOSITE USE
-  INSTITUTIONAL
-  LOW DENSITY MULTIFAMILY (8-12 D.U.A.)
-  HIGH DENSITY MULTIFAMILY (12-16 D.U.A.)
-  SINGLEFAMILY (UP TO 6 D.U.A.)



★ FOCAL POINT

ATTACHMENT NO. 3E

PARK ROAD CORRIDOR PLAN

prepared by

The Freedom Park Neighborhood Association

Task Force

February 7, 1992



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Central District Plan (1993)

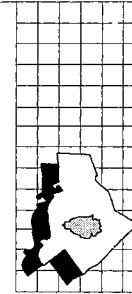
Central District Adopted Future Land Use

- R** Regional Center
- C** Community Center
- N** Neighborhood Center
- S** Suburban Center



\$12.00

Central District Plan



Adopted by City Council

January 1993



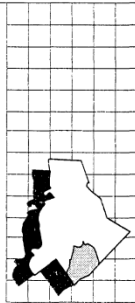
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South District Plan (1993)

\$5.00

South

District Plan



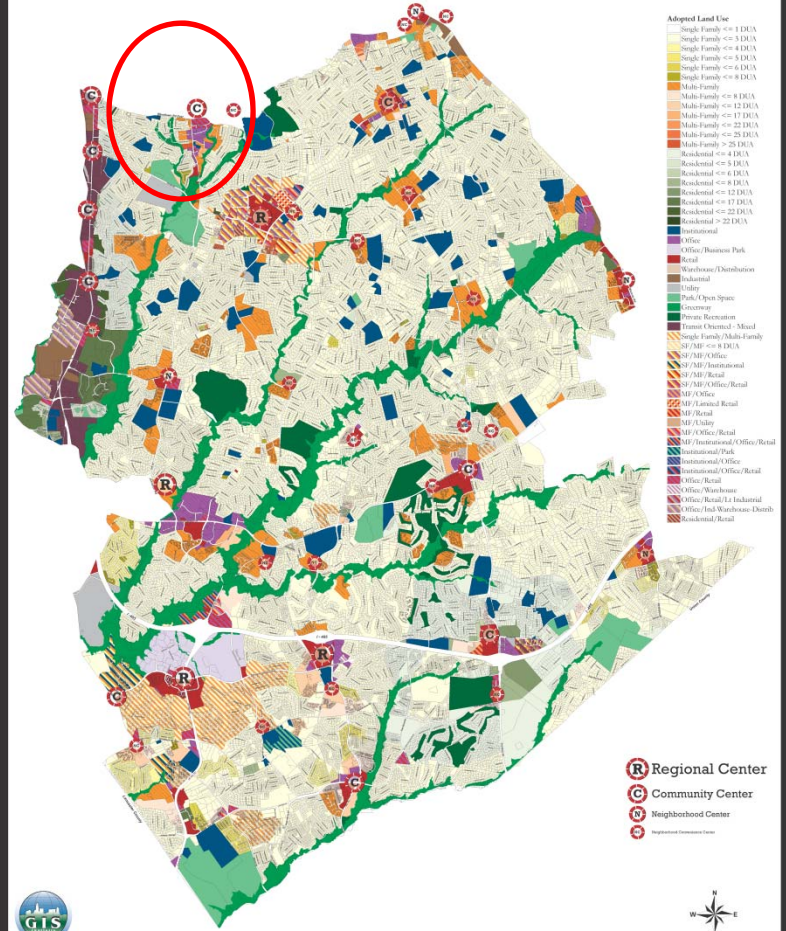
Approved by Charlotte-Mecklenburg Planning Commission June 1, 1999

Amended by Charlotte-Mecklenburg Planning Commission July 28, 1999 and September 3, 1999

Adopted by Mecklenburg Board of County Commissioners July 19, 1993

Adopted by Charlotte City Council November 8, 1993

South District Adopted Future Land Use

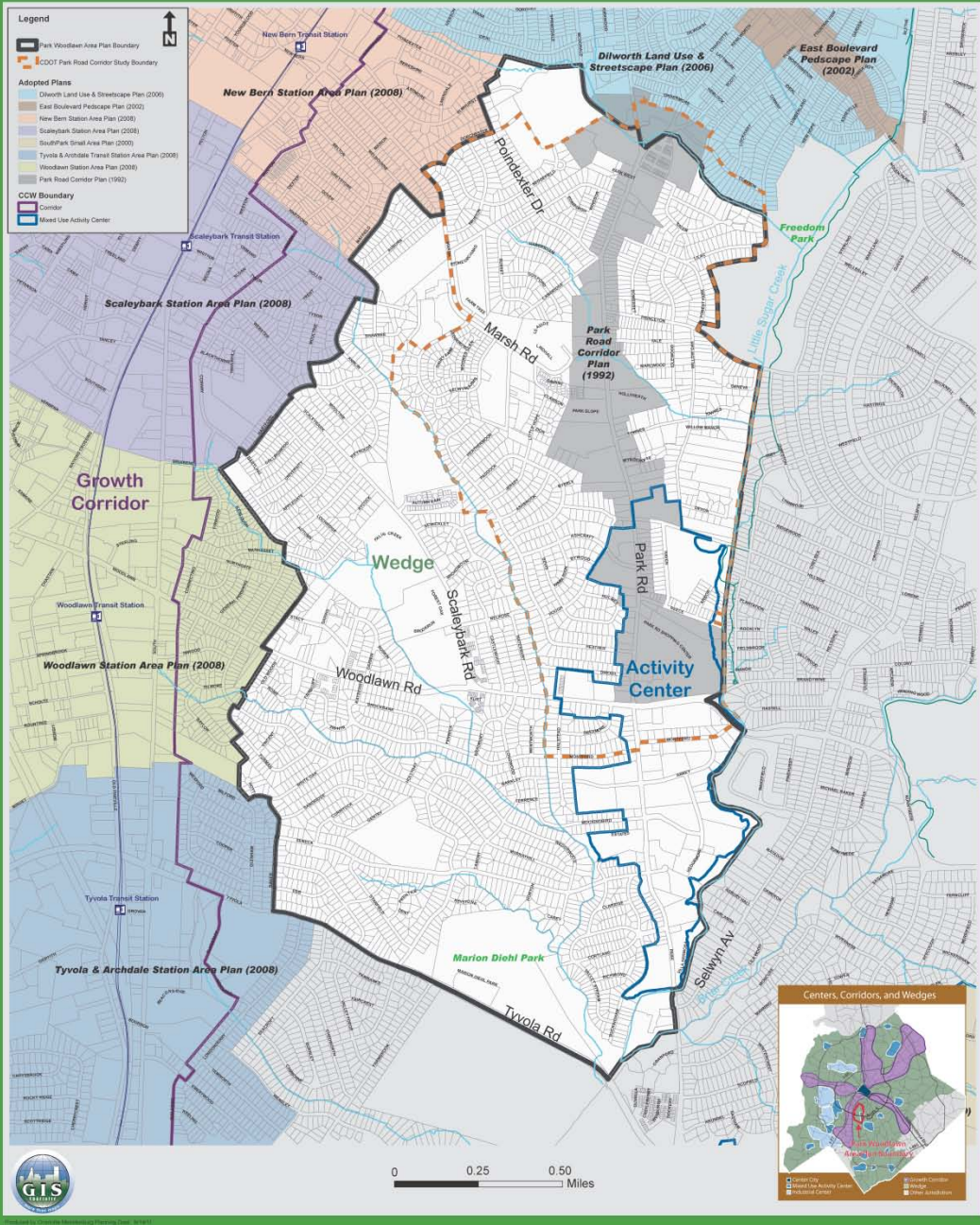


Produced by the Charlotte-Mecklenburg Planning Department.



Date: December 29, 2009

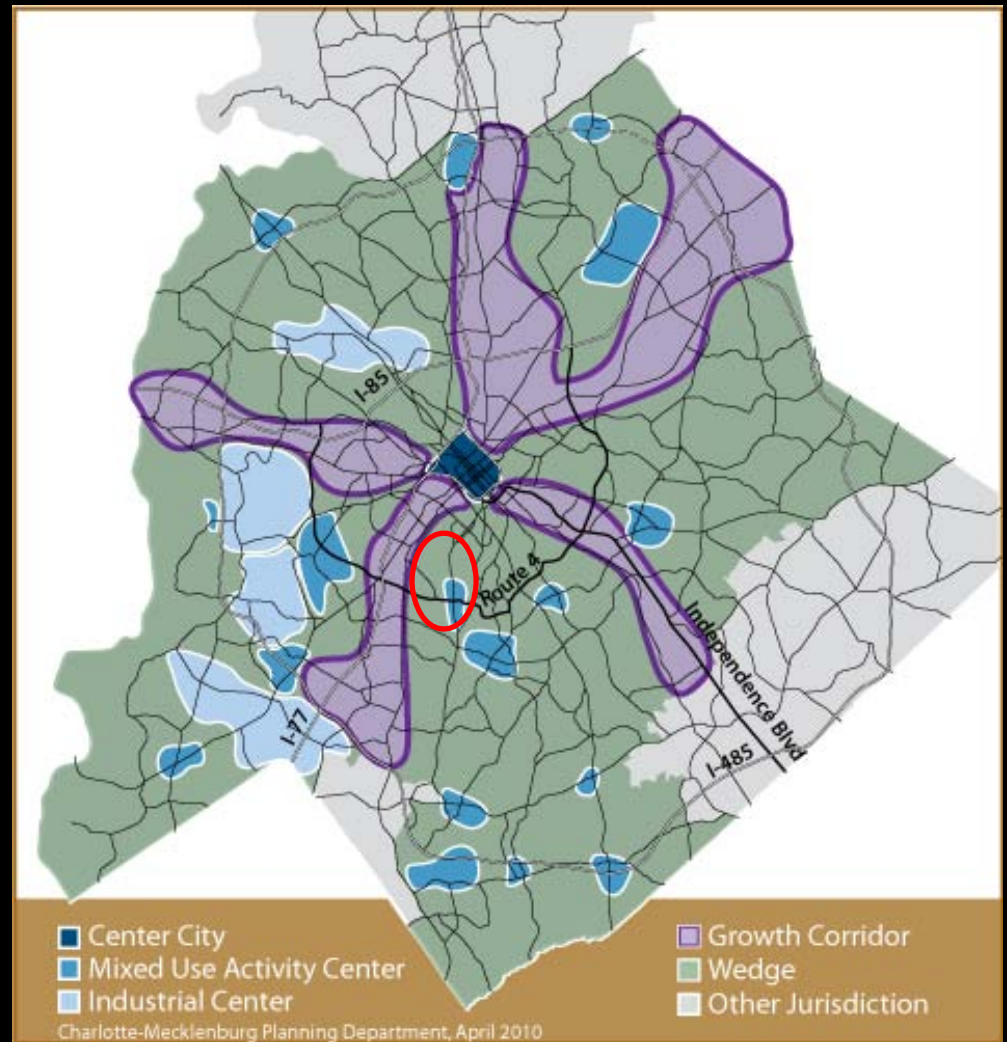
Park Woodlawn Area Plan Boundary



Activity Centers are generally appropriate for new growth, with moderate increased intensity of development.

Growth Corridors are priority locations for new growth, but may include specific neighborhoods for preservation.

Wedges are predominantly low density residential with limited moderate density housing and neighborhood serving commercial uses.

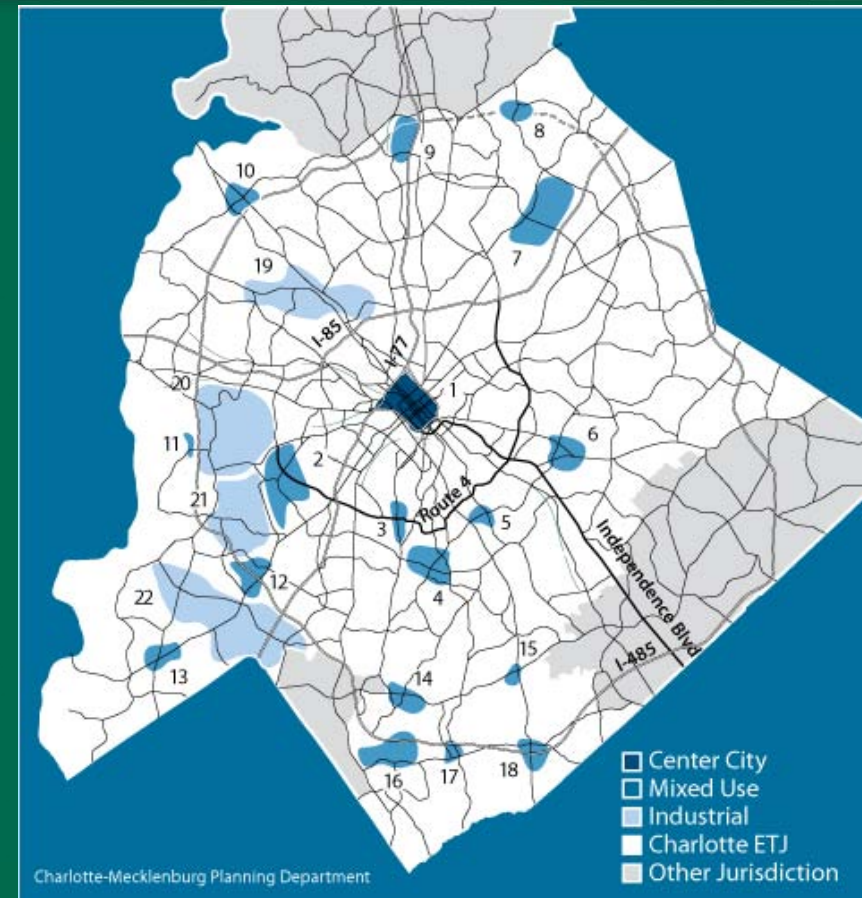


Activity Centers are:

Concentrations of economic and/or mixed use development located throughout the community. *(Initially identified by amount of non-residential development.)*

Expectation is for:

- more urban development form
- infill and redevelopment
- mix of uses *(likely will be achieved with a variety of zoning districts)*
- interconnected street network
- pedestrian and bicycle facilities
- enhanced infrastructure

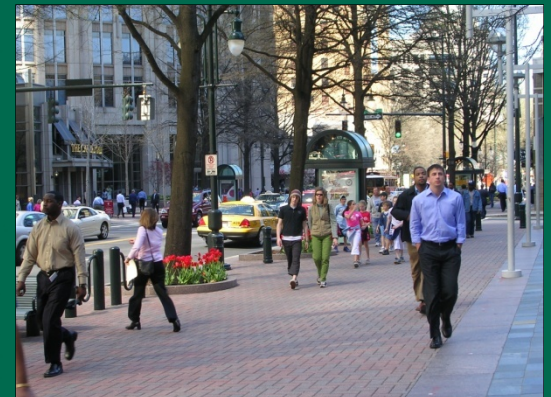


Activity Centers will be appropriate locations for new development and redevelopment. However, the amount, intensity and type of new development will be determined through the area planning process.

Center Types

Center City should be:

- Greatest concentration of people and jobs
- Region's office and cultural hub; also has housing, retail/entertainment, civic uses/public facilities and cultural venues
- High density development in a pedestrian-oriented, urban environment
- Most accessible point for entire region and accessible by a range of transportation modes
- Good location for public facilities needed in a centralized urban location such as:
 - urban parks
 - main branch of library
 - central government facilities
 - museums and major sports facilities



Center Types *(continued)*

Mixed Use Activity Centers should:

- Be focal points of community activity, providing opportunities for “live, work and play”
- Include a mix of moderate to high density office, retail, housing and civic uses
- Have a cohesive, identifiable pedestrian-oriented core
- Typically be surrounded by lower density neighborhoods
- Include public facilities such as urban parks, libraries, post offices and police sub-stations



SouthPark , Northlake, Park Woodlawn are Mixed-Use Activity Centers

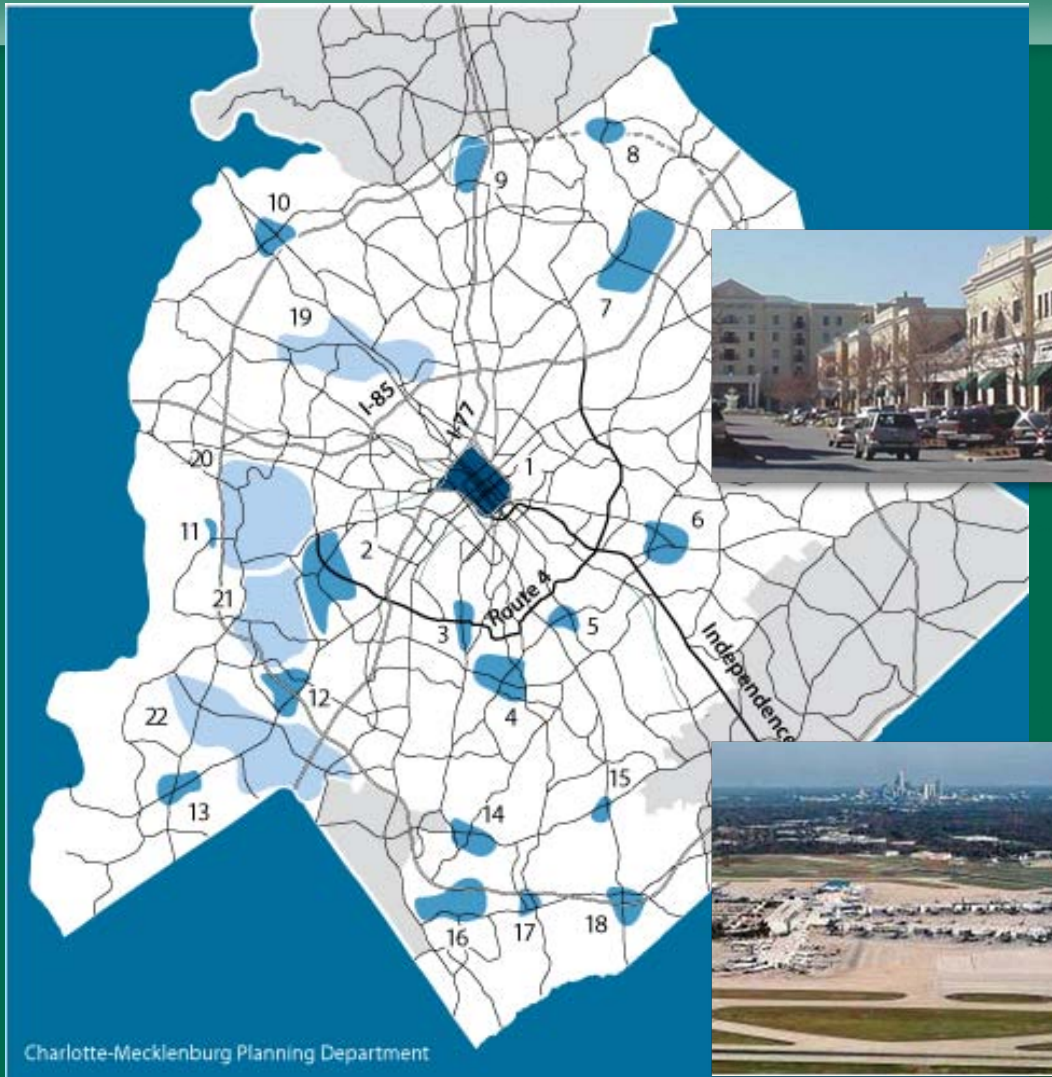
Center Types *(continued)*

Industrial Activity Centers should:

- Serve as major economic generators, with a strong employment focus
- Include primarily warehouse, distribution and industrial uses
- Be developed with low scale buildings
- Be less compact and intensely developed than Mixed Use Activity Centers
- Be designed to have high levels of road capacity
- Be appropriate for public facilities that need an industrial location such as maintenance facilities

The Airport and Westinghouse areas are Industrial Activity Centers





Activity Centers

Center City	1	Uptown
	2	Old Coliseum
Mixed Use	3	Park Rd / Woodlawn Road
	4	SouthPark
	5	Cotswold
	6	Eastland
	7	University Research Park
	8	Prosperity Church Rd / I-485
	9	Northlake
	10	Brookshire Blvd / I-485
	11	Dixie-Berryhill
	12	Whitehall
Industrial	13	Rivergate
	14	Carmel Rd / Hwy 51
	15	Arboretum
	16	Ballantyne
	17	Stonecrest
	18	Providence Road / I-485
	19	Mt. Holly Rd / Hwy 16
	20	Airport
	21	Shopton Rd
	22	Westinghouse Blvd

New activity centers may be identified through the area planning process.

Wedges are:

The large and primarily residential areas located between Growth Corridors and excluding Activity Centers.



Expectation is for:

- preserving/enhancing neighborhoods
- low density housing and limited, strategically located moderate to high density housing
- neighborhood-scale commercial and civic uses
- transportation system providing residents better access to and from work, shopping, schools and recreation
- safe, convenient and comfortable pedestrian and bicycle facilities



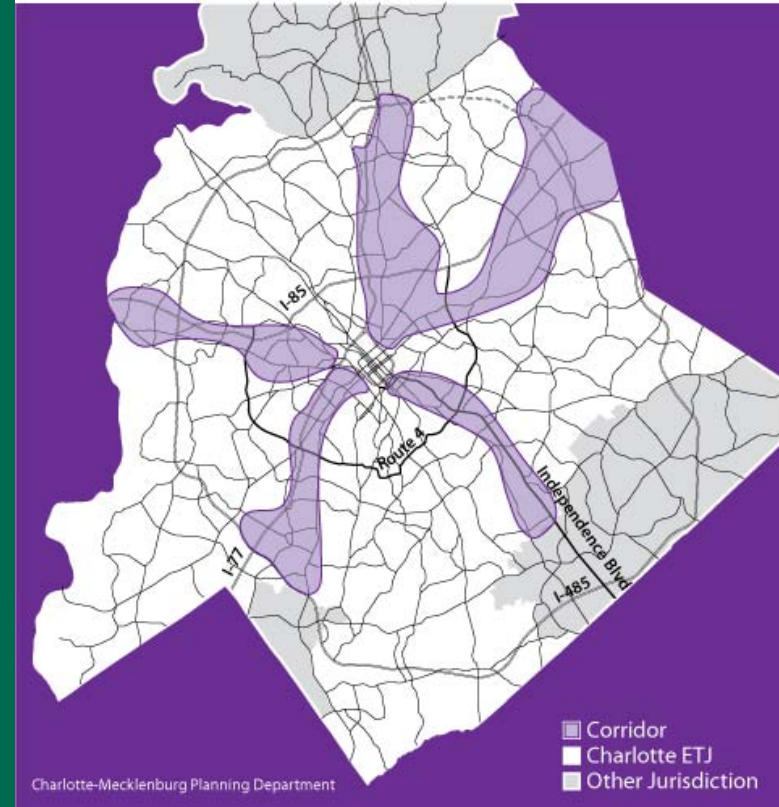
Many parts of Wedges will be appropriate locations for new development and redevelopment, with the amount, intensity and type determined through the area planning process.

Growth Corridors are:

Five elongated areas that stretch from Center City to the edge of Charlotte. They include a diversity of places, from historic neighborhoods to vibrant mixed used areas to major employment districts. (Initially identified by high-capacity transportation facilities.)

Expectation is for:

- office, residential and mixed use, especially around Transit Stations;
- industrial and warehouse/ distribution uses
- redevelopment
- more pedestrian form of development, with greatest intensity development in the Transit Station Areas
- preservation/enhancement of neighborhoods
- dense, interconnected street network
- enhanced infrastructure



Many areas within Growth Corridors will be appropriate locations for development and redevelopment, with the amount, intensity and type determined through the area planning process.

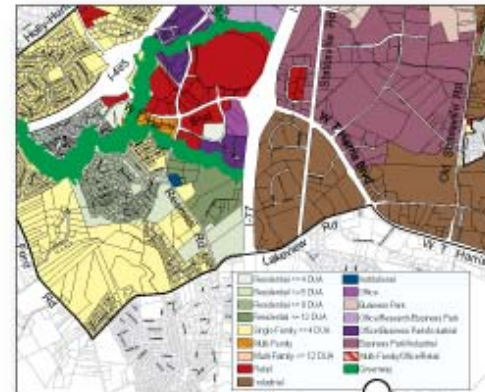
How will the Centers, Corridors and Wedges Growth Framework be used?

The *Centers, Corridors and Wedges Growth Framework* provides the context for and guides the development of more specific policies, plans and regulations related to such areas as:

- Land Use (such as an Area Plan)
- Economic Development
- Transportation
- Transit
- Capital Facilities
- Environment



The more specific policies, plans and regulations provide guidance for decision making regarding future development, (such as a rezoning decision).



For Example:
The adopted area plan provides specific guidance for the appropriate residential density of future development.

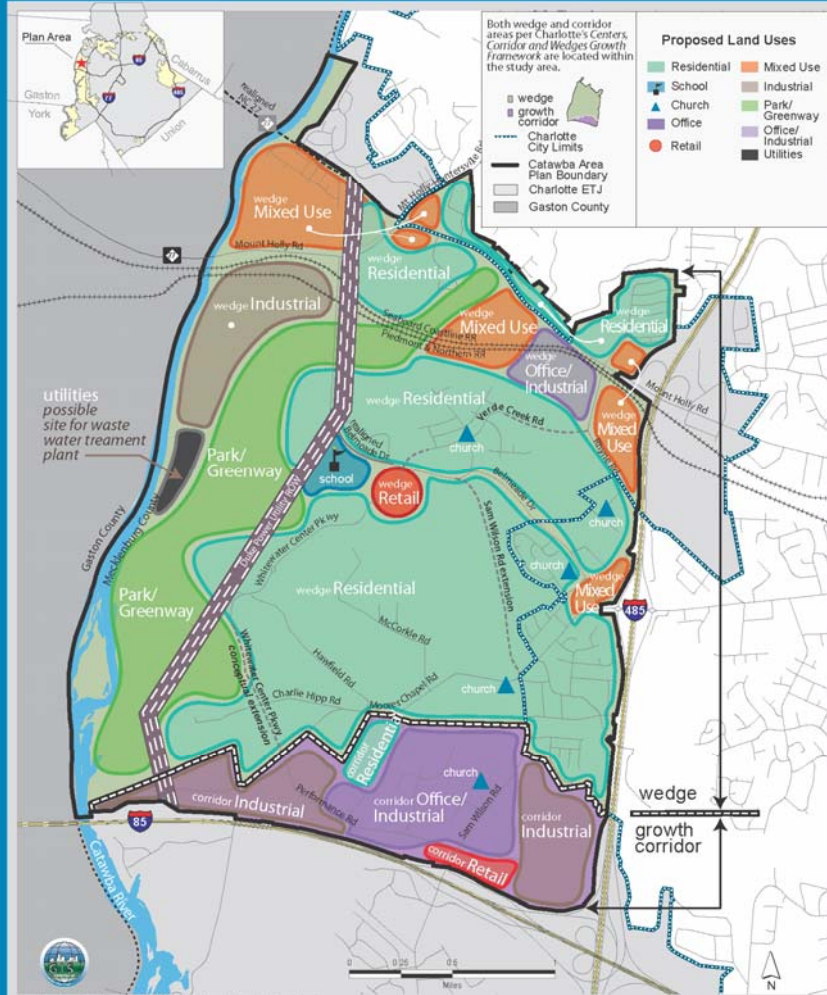


The guidance from the adopted area plan is then used to evaluate a rezoning request.





Catawba Area Plan Concept Map



Produced by the Charlotte-Mecklenburg Planning Department
 Data Source: City of Charlotte, Mecklenburg County, City of Gastonia

January 2010

Charlotte's quality of life in the coming years will be largely dependent upon how the city responds to growth.

The basic premise of Charlotte's growth strategy is to guide growth into areas that can support new development or are in

need of redevelopment, and away from areas that cannot support new growth.

The strategy is design to ensure that development occurs in a way that enhances the community, sustaining Charlotte as a livable center or a growing region well into the future.



Concept Plan: Proposed Land Uses within the **Wedge Area**



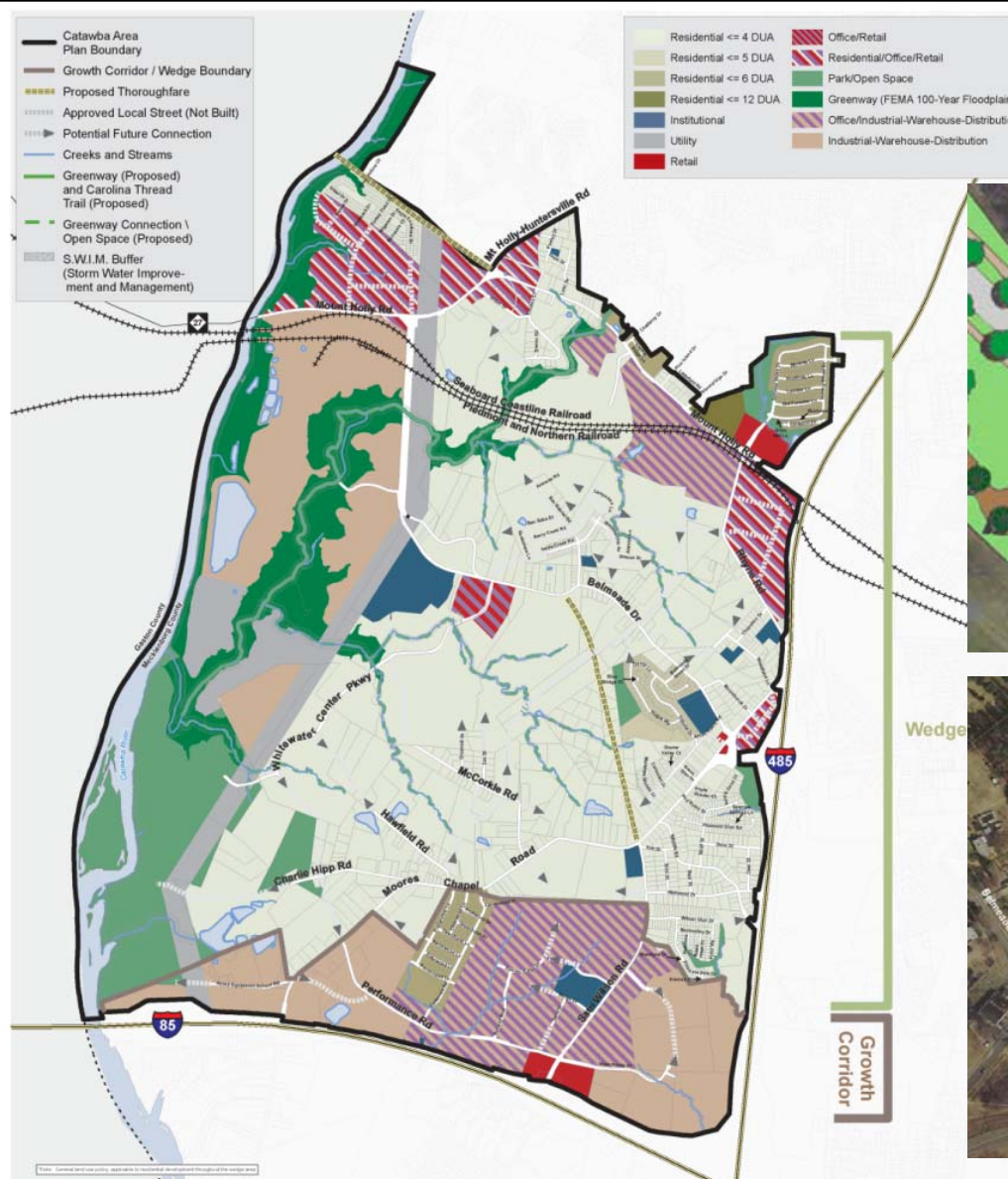
Wedges are the large areas between Growth Corridors, where residential neighborhoods have developed and continue to grow. The Wedges consist mainly of low density housing, as well as a limited amount of moderate density housing and supporting facilities and services.



Growth Corridors are five linear growth areas that extend from Center City to the edge of Charlotte, roughly parallel to Interstates 77 or 85 or to U.S. 74. They are appropriate locations for significant new growth. Within the Growth Corridors, there are three types of subareas:

- General Corridor Areas
- Transit Station Areas
- Interchange Areas





✓ Design guidance for creating an interconnected sidewalk system



✓ Development scenarios to illustrate well-connected mixed use

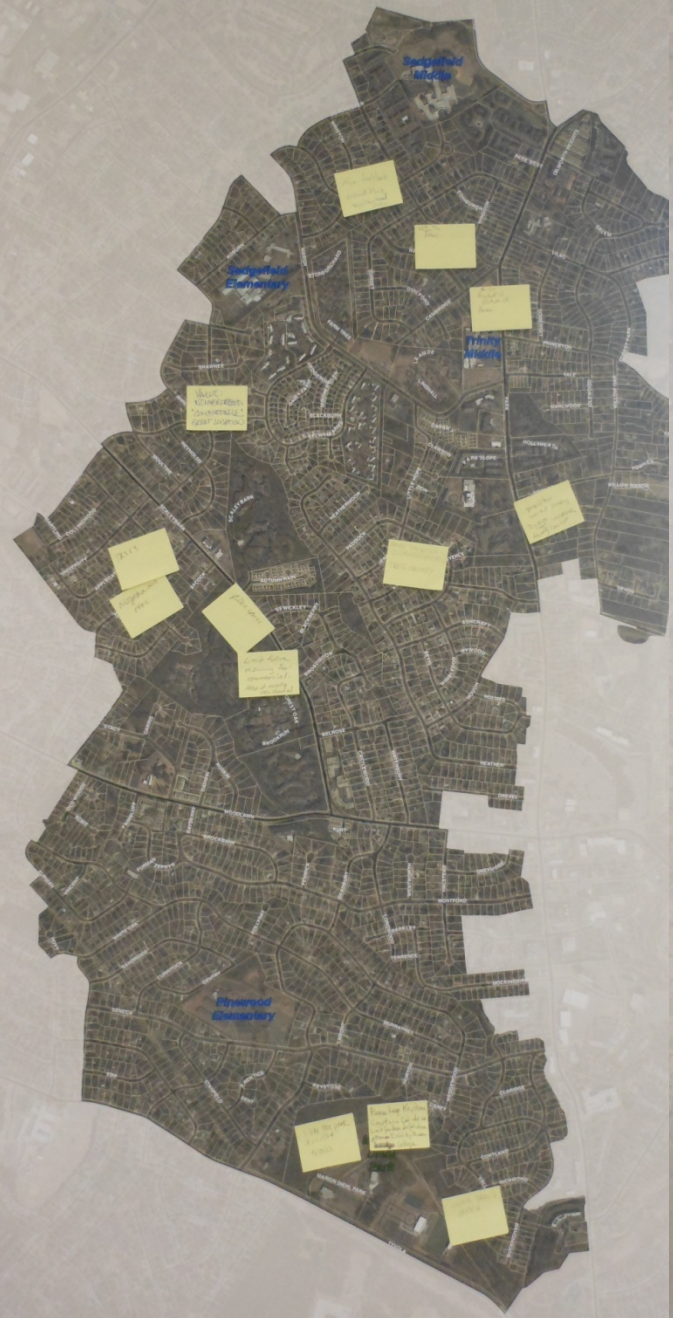


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Group Exercise



Neighborhoods



Mixed Use Activity Center





Tree Canopy

Walk-ability

Family Friendly Neighborhoods

Bike Lanes

Access/Location

Character

Parks & Greenways

Neighborhood Feel

Land Use Choices



Park Road Shopping Center

Access to
Shopping

Locally Owned Businesses

Location

Tenant Mix

Variety of Activities

History

Montford Drive

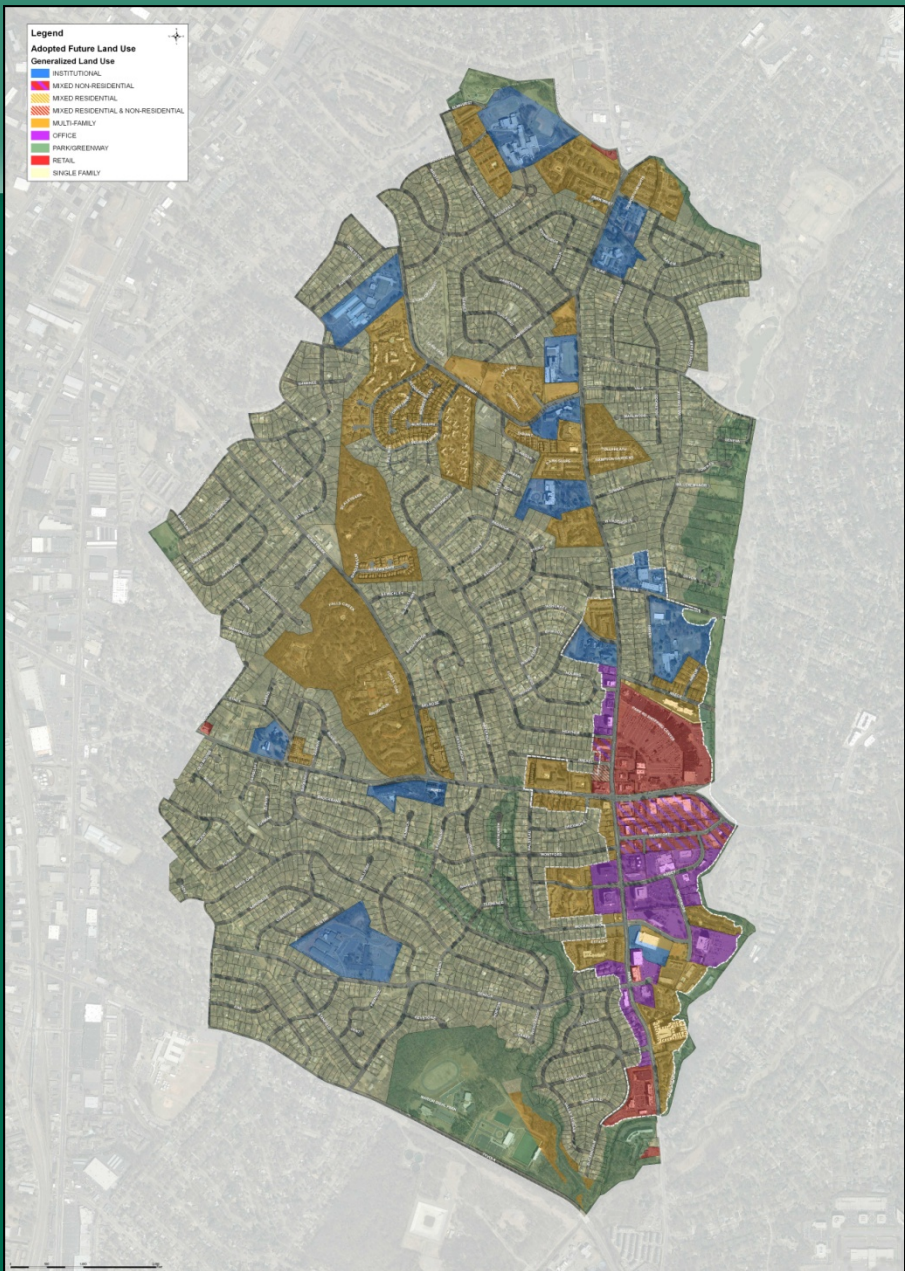
Sense of Place/Community

Land Use Group Discussion

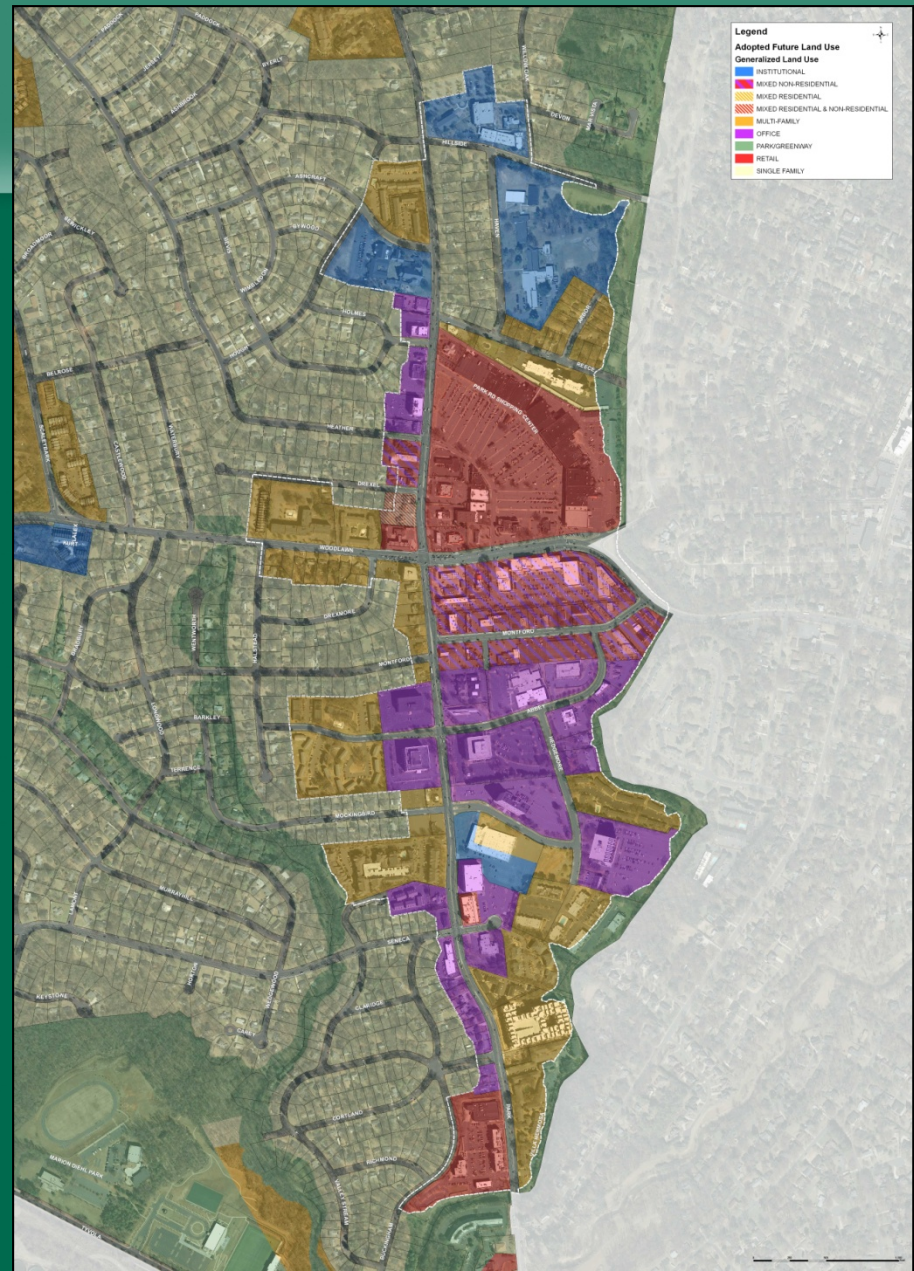


1. Two Maps: Neighborhoods, and Mixed-Use Activity Center.
2. Pick a Group and start discussing what are the **Opportunities** and **Constraints** related to Land Use you see in the area. Draw and identify those areas on the map. (15 minutes)
3. Switch tables and repeat exercise for new area. (15 minutes)
3. A staff person will be stationed next to each map to help guide the discussion and to answer any questions.
4. Review Overall Group Discussions.

Note: Stay focused on Land Use and if you have to talk about Transportation make sure it's related to Land Use.



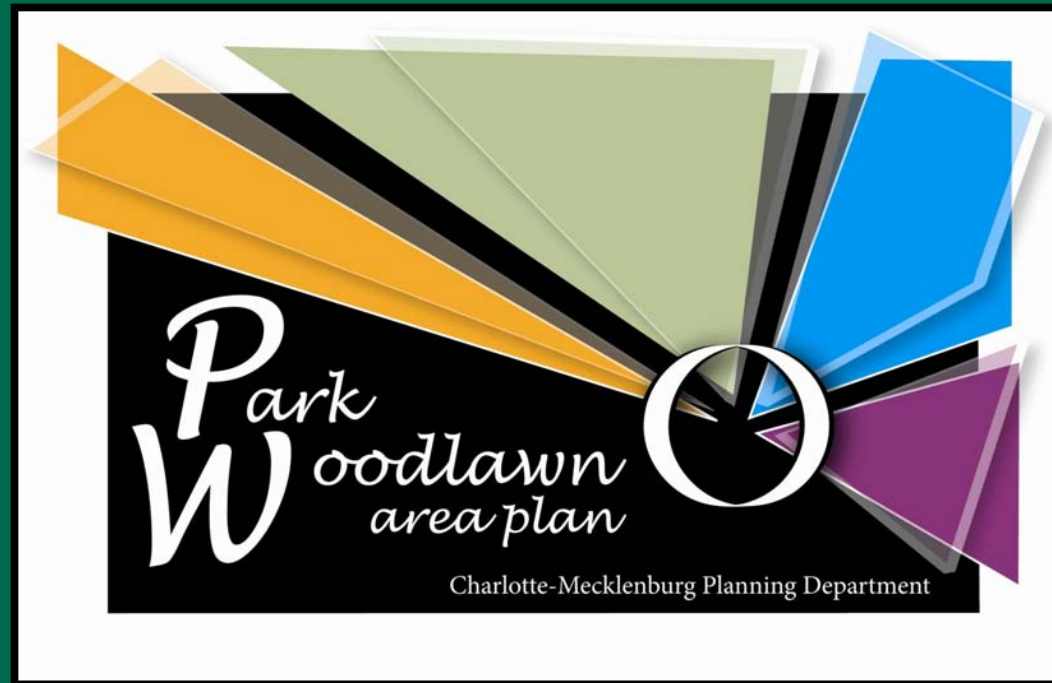
Wedge / Neighborhoods



Mixed-Use Activity Center



Next Steps



- Citizen Advisory Group Meetings
All meetings start at 6pm here at the YWCA
 - ~~1st Meeting December 8th, 2011~~
 - 2nd Meeting January 12th, 2012**
 - 3rd Meeting February 16th, 2012**
 - 4th Meeting March 8th, 2012**
 - 5th Meeting April 12th, 2012**

Other Future Meeting Dates, Time and Location TBD



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Thank You!

www.charlotteplanning.org

Planning Staff Contact:

Alberto Gonzalez
agonzalez@charlottenc.gov

Phone: 704-336-8315

City and County Staff will be available to discuss specific issues with you after the meeting.

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Plan Development Process

