



Citizen Advisory Group
Meeting #3

February 16, 2012

6:00 p.m.

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- 1. Vision Statement**
- 2. Continue Land Use Discussion**
- 3. Group Exercise**
- 4. Wrap-up & Next Steps**





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Vision Statement



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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.

PARK WOODLAWN AREA PLAN

VISION STATEMENT *(Revised Version)*

The Park Woodlawn area 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; along with a thriving mixed-use activity center containing long standing local businesses, and active civic institutions help form part of this thriving community.

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

- **Neighborhoods** which are the cornerstone to the stability of the area and will be essential in preserving the distinctive character of the community into the future. New development in and around the neighborhoods will take into account its impact on the quality of life of area residents, protect the tree canopy, provide adequate transportation connections, and consider community input during the development process.
- **Open space** will be well integrated into the community through greenways, parks and plazas where appropriate as new developments takes shape.
- **Mixed-Use Activity Center** will be a thriving neighborhood serving mixed-use center, complimentary and enhancing to the surrounding neighborhoods; with a rich variety of retail, office, entertainment and multi-family residential uses; in a well designed and appropriately scaled development form that is conducive to a high quality of life for area residents and visitors.

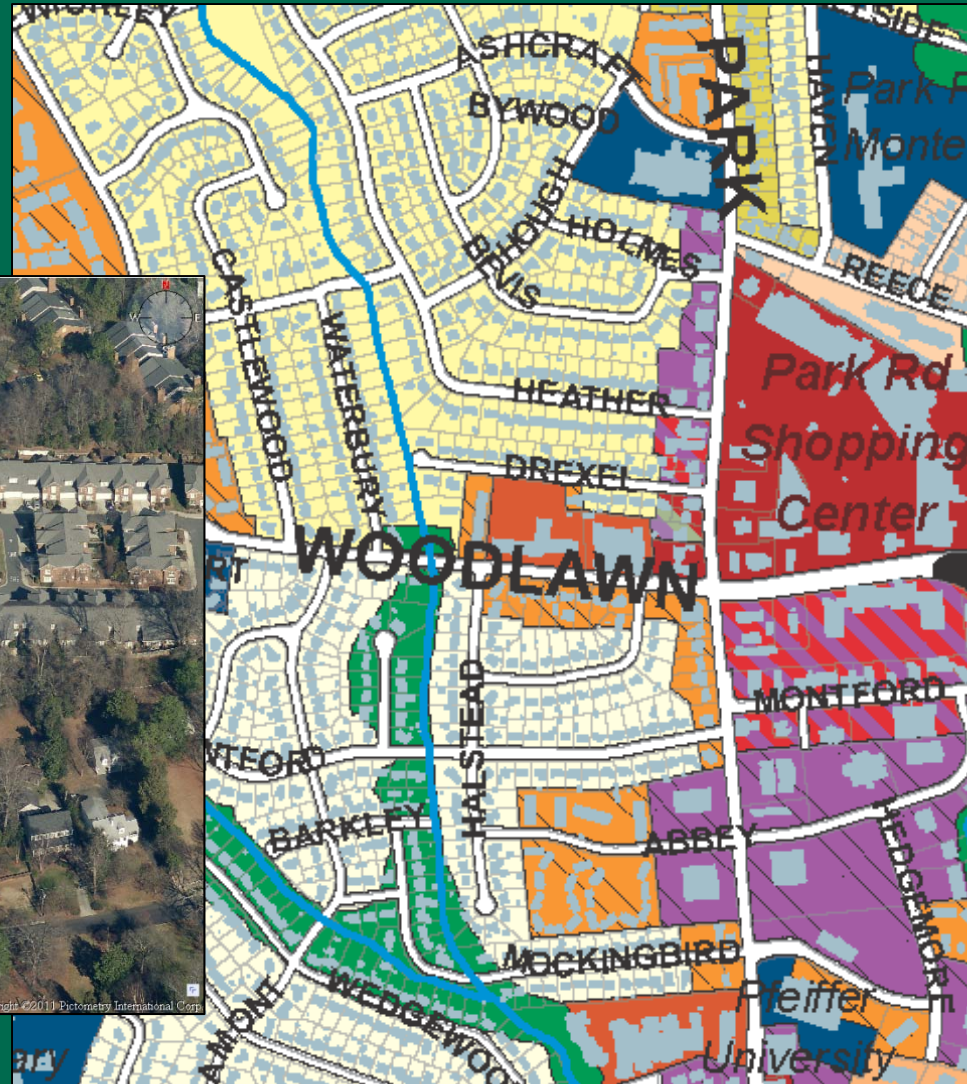


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Land Use



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Neighborhood Group

- Housing stock is stable but aging.
- How to address changing housing needs due to changing demographics.
- Supported appropriate redevelopment of sites, including former school site off Seneca and Gentry.
- Concern with impacts of any new multi-family development on Woodlawn.
- Do existing institutional uses need to consider more multi-use functions?



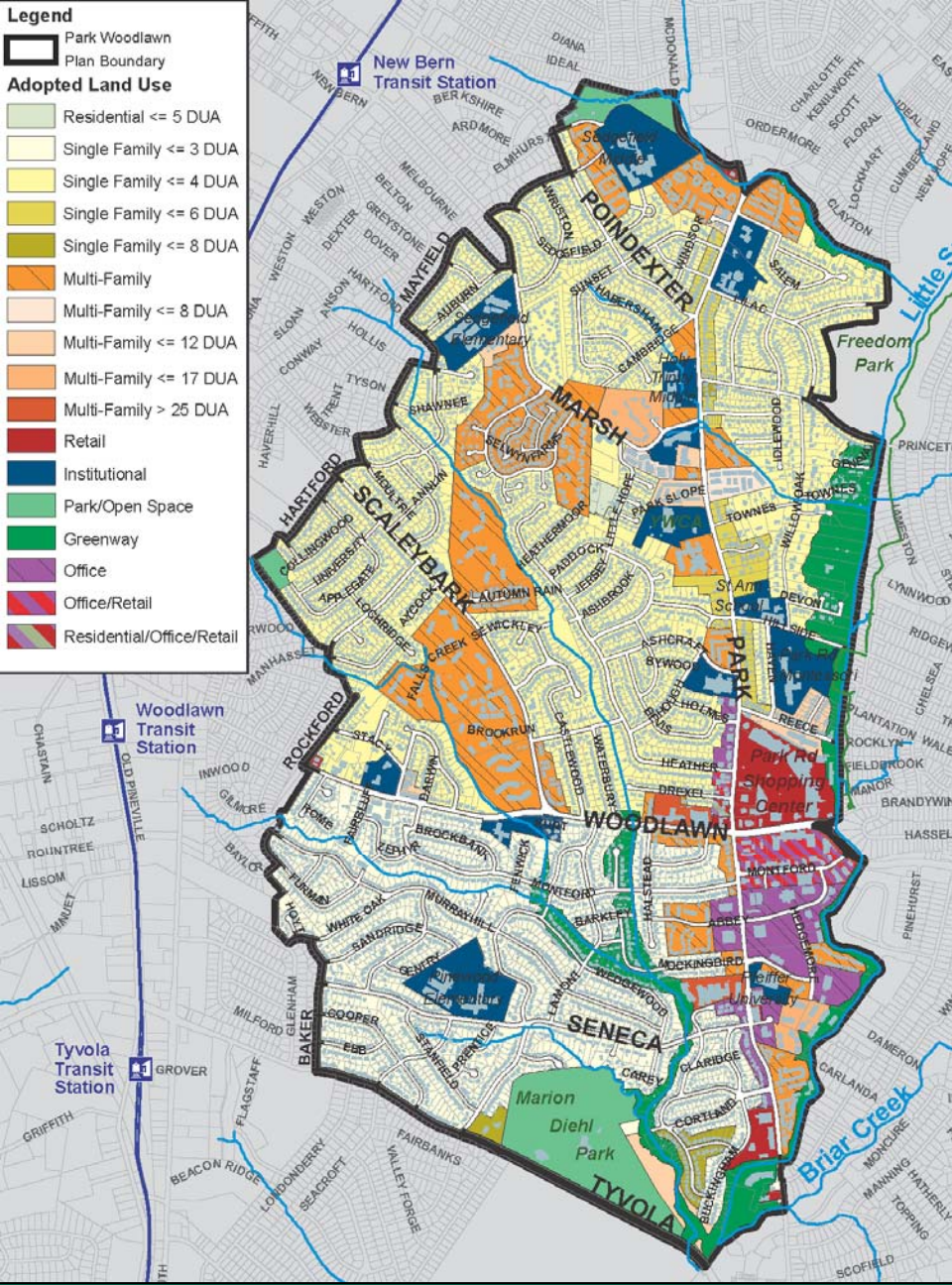


Discussion Points

Mixed-Use Activity Center Group

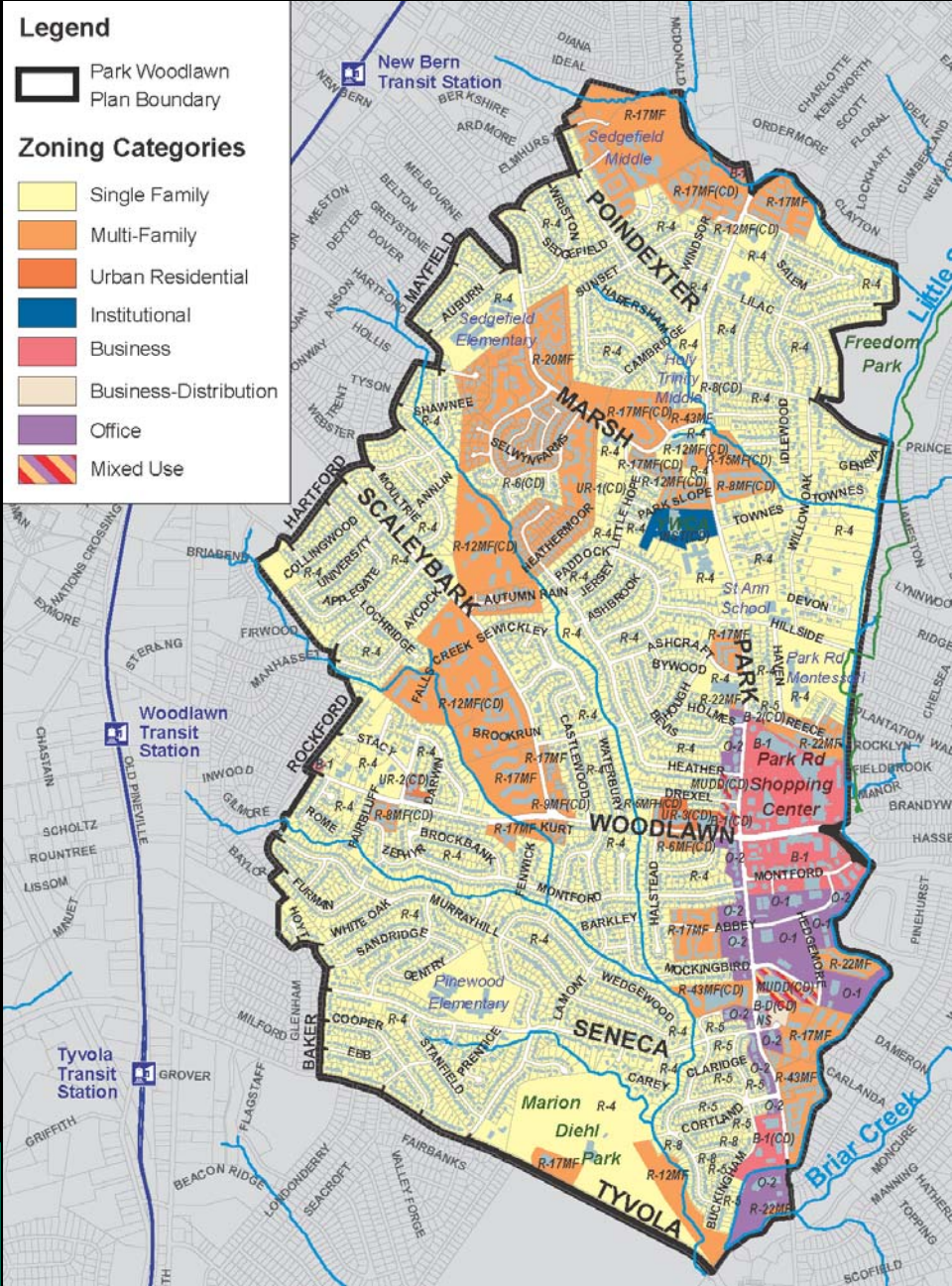
- Constraint / Concern regarding increase of mixed use activity development and its impact on density and congestion.
- Connect commercial uses for pedestrians.
- Minimize parking lots.
- Opportunities for assemblage of parcels on Montford Drive for cohesive development.
- Integrate better transit facilities into developments.





Adopted Land Use

Existing Zoning



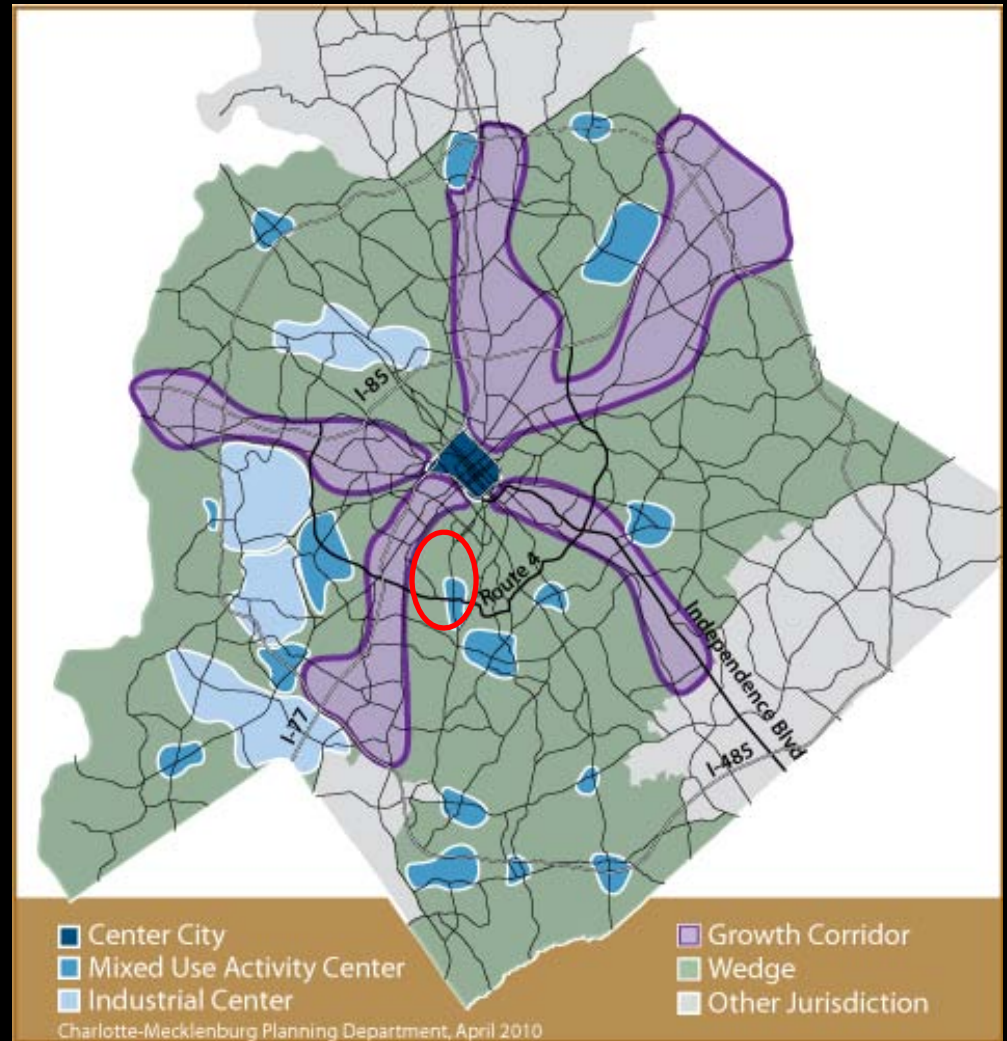
Existing Zoning

Centers Corridors & Wedges Growth Framework

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.

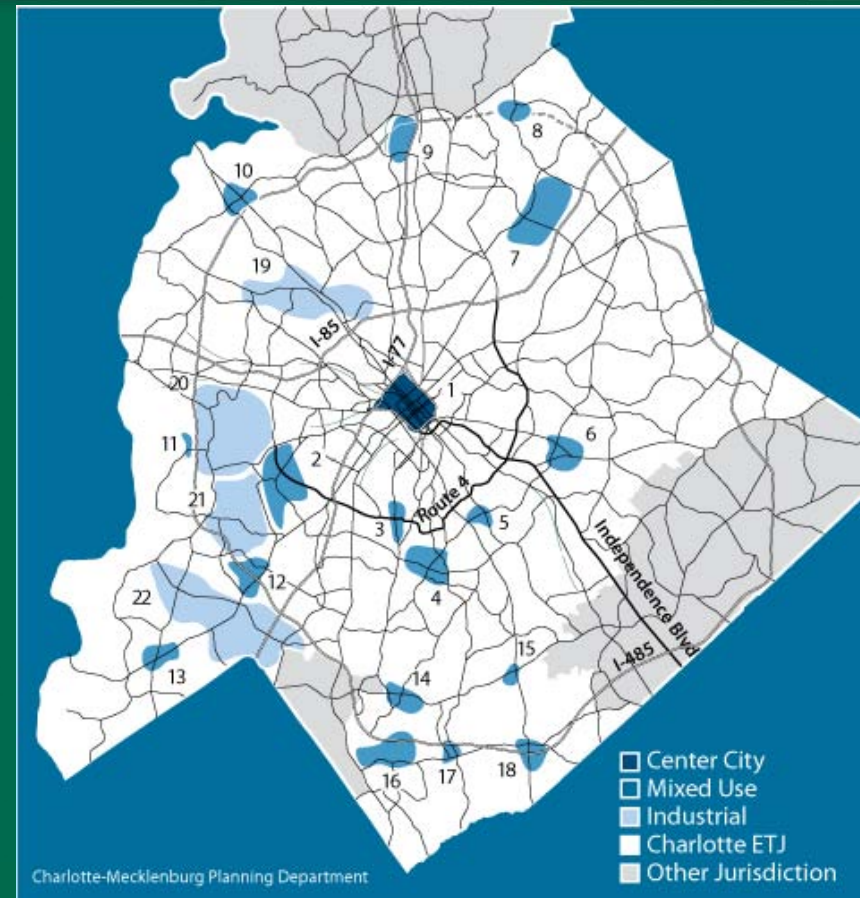


Activity Centers are:

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 *(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

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

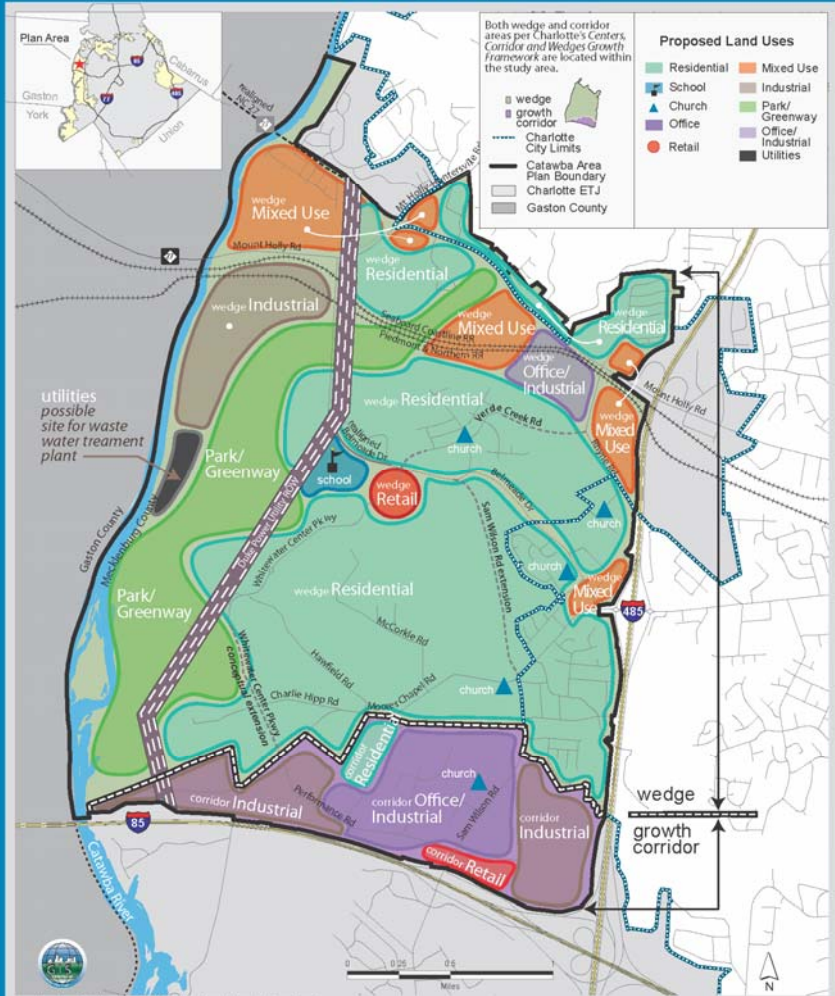


Many parts of Wedges will be appropriate locations for new development and redevelopment, with the amount, intensity and type determined through the area planning process.



Land Use Concept Map

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.

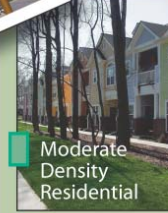
The basic premise of Charlotte's growth strategy is to guide growth into areas that can support new development or are in

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**



Moderate Density Residential



Single Family Residential



Industrial



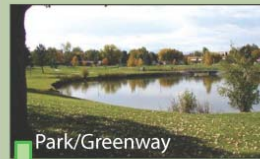
Single Family Residential



Office



Mixed Use



Park/Greenway



Retail



Concept Plan: Proposed Land Uses within the **Growth Corridor Area**



Retail



Office/Industrial



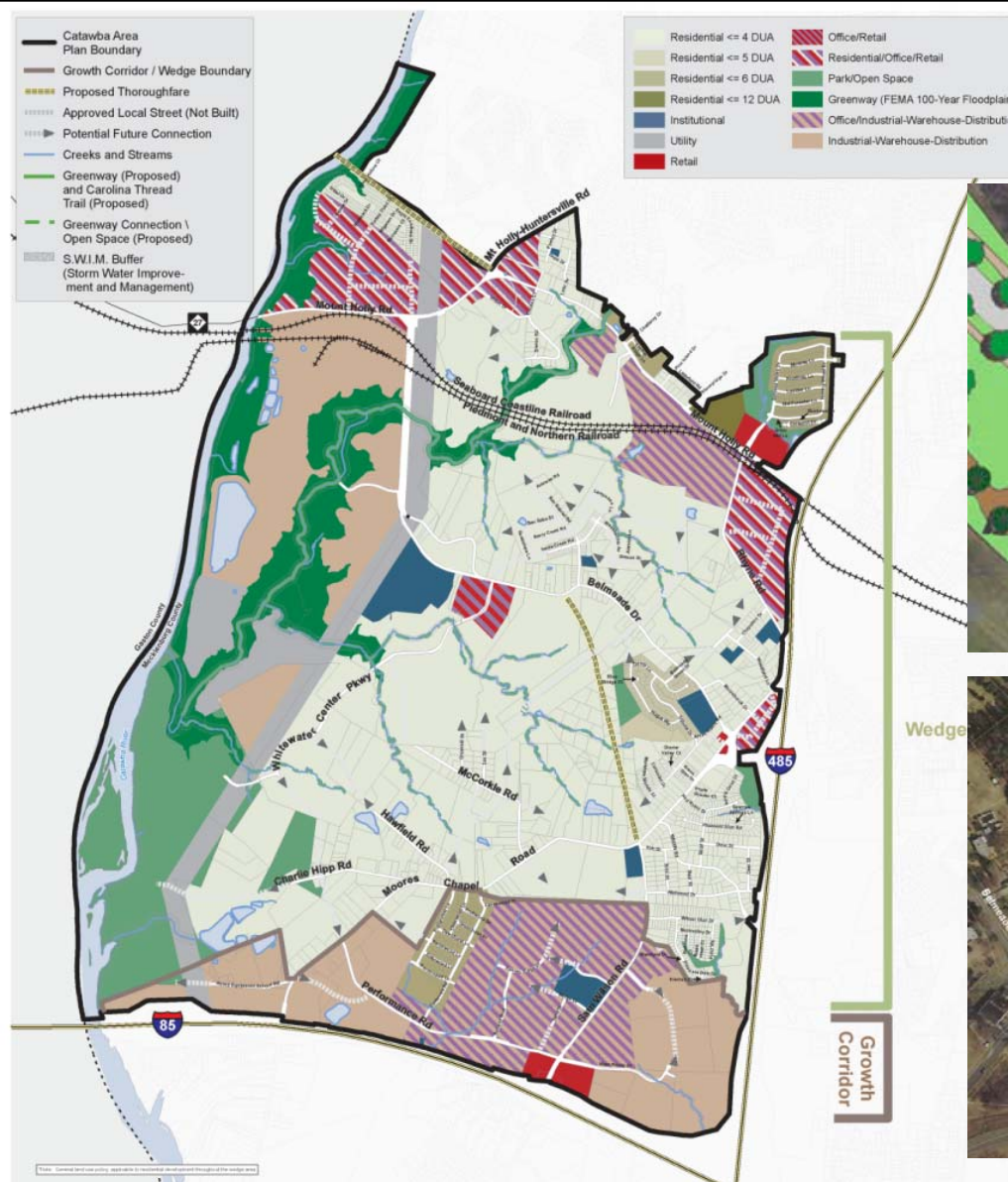
Industrial

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



Recommended Future Land Use













✓ Design guidance for creating an interconnected sidewalk system

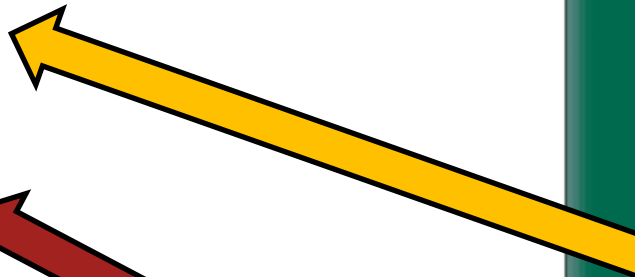


✓ Development scenarios to illustrate well-connected mixed use



Future Land Use Categories

-  Low Density Residential
-  Moderate Density Residential
-  Mixed-Use
-  Office
-  Institutional
-  Retail
-  Park/Open Space
-  Pedestrian Zone
-  Overland Greenway Connection
-  Overland Park to Greenway Connection



- **Density** – The number of residential dwelling units per acre of land determined by dividing the number of dwelling units by the total number of acres in the parcel.
 - Low Density: up to 4 dwelling units per acre (DUA)
 - Moderate Density: up to 22 dwelling units per acre (DUA)
 - High Density: Over 22 dwelling units per acre (DUA)



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4-8 DUA



4 – 8 DUA



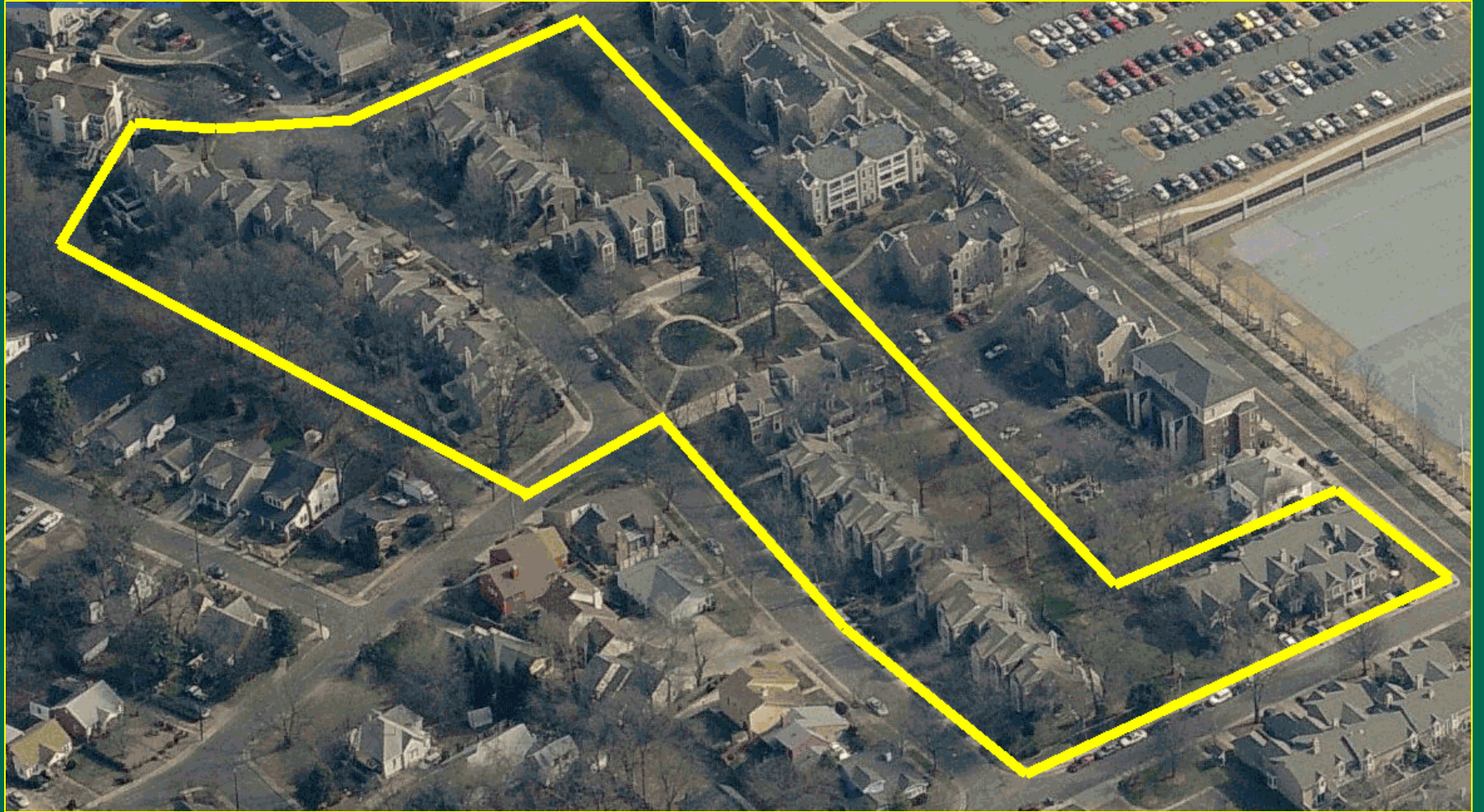


4 – 8 DUA





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8-12 DUA

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8-12 DUA



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8 – 12 DUA



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12 - 22 DUA





12 – 22 DUA





12 – 22 DUA

- **Mixed Use Development:** One or more buildings that contain more than one type of land use (e.g., retail, office, residential); or a combination of buildings that contain single uses and buildings that contain more than one type of land use. A key characteristic of mixed use development is that the various uses are well integrated in a pedestrian-oriented environment.



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Mixed Use

- **Multi-use Development:** Includes at least two of the following uses: office, institutional, civic, residential, retail / service uses in separate but abutting or adjacent buildings, and located on one tract of land, or on multiple adjacent sites. The various uses within a multi-use development are well connected so that the development is pedestrian-oriented, compact, and architecturally integrated.



- Purple - Parks
- Yellow & Orange - Private homes
- Red - Residential Townhomes
- Salmon - Retail
- Cream - Retail with Residential
- Lt blue - Offices and Offices with Ret

Multi Use



- **Pedestrian Zones:** Streets or areas that should be heavily focused on the pedestrian and making them the priority of that specific space.



Example: Elizabeth Area Plan Land Use and Community Design Vision

East Seventh Street Land Use and Community Design Vision

Illustration 1



Street level retail uses at Tranquil Court are designed and scaled for pedestrians. Upper floors contain office and residential uses. Good architectural detailing and building materials contribute to the success of this mixed-use development. The 4-story residential element has a density of 58 dwelling units per acre (DUA), while the 5-story building contains 62,000 square feet of office and retail space.



This mixed-use building on Elizabeth Avenue has the form, design, and massing that may be appropriate for mixed-use retail/office/residential structures in East Seventh Street's central commercial core. With few exceptions, buildings should not exceed 40 feet in height.



Contemporary architecture such as these post-modern townhomes, part of a Dilworth mixed-use development, can be successfully incorporated into historic neighborhoods like Elizabeth, particularly if it is of high quality design and building materials.



Several design features contribute to the human scale of this streetscape, including clear glass storefront windows, awnings, and pedestrian scale signs. These are all appropriate for neighborhood-serving retail uses on East Seventh Street.



The Williamson, on the corner of Clarice Avenue, is a mixed use building scaled appropriately for its location on East Seventh Street. Its 5,000 square feet of office space and 18 residential units are consistent with the plan's land use recommendations. The residential density is 31 dwelling units per acre.



The Rutzler in Sunnyside, built in 1920, exemplifies the rehabilitation and re-use of an existing historic structure. East Seventh Street has several older residential structures that could be renovated in such a manner, thus extending their useful life and re-establishing their contribution to the character and rhythm of the historic Elizabeth neighborhood.



This illustration provides a more focused view of parcels in the central section of East Seventh Street between Charlottetowne Avenue and Laurel Avenue, and around Independence Park. It also includes examples of buildings that may be appropriate for these areas in terms of architectural style, building height, scale, articulation, and massing.

Please refer to Map 4b for more parcel-specific land use and design guidelines.

Future Land Use

-  Residential ≤ 5 DUA
-  Residential ≤ 8 DUA
-  Residential ≤ 12 DUA
-  Residential ≤ 17 DUA
-  Residential ≤ 22 DUA
-  Residential > 22 DUA
-  Institutional
-  Office
-  Office/Retail
-  Residential/Office
-  Residential/Office/Retail
-  Park/Open Space
-  Utility



More housing should be integrated into the areas surrounding Independence Park. New and redeveloped residential buildings adjacent to, or across the street from, Independence Park should be oriented to take advantage of the park and its amenities. Buildings heights of up to 60 feet may be appropriate in some locations, as noted in the numbered land use policies. These condos are built at a density of 29 units per acre.



Elizabeth Place is typical of the scale, height, massing, design, articulation, and materials that are appropriate for multi-family residential development in the areas of Elizabeth where this type of use is recommended. These 30 condominium units have a density of 20 units per acre.



Elizabeth Village's height, massing, articulation, and architectural details are well-suited for its Hawthorne Lane location and would also fit well with new residential development on East Seventh Street. This project has an overall density of 28 units per acre.



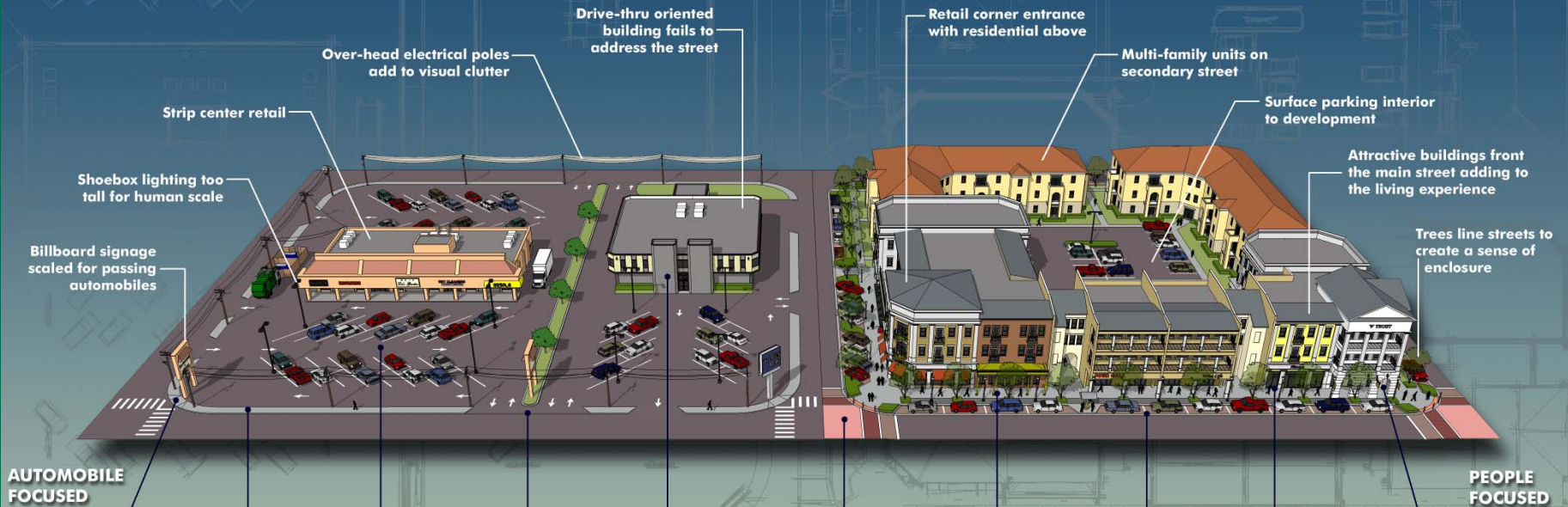
The massing, height, scale, rhythm, and architectural detailing of this residential development would be appropriate for most locations where multi-family residential uses are recommended. This project has a density of 21 units per acre.



Dilworth Walk exhibits features that could be incorporated into residential development on East Seventh Street and around Independence Park, such as exterior balconies, well-landscaped front yards, and a pedestrian-friendly internal sidewalk network. Its 64 residential units are at a density of 39 units per acre.

TOWN MAKER'S GUIDE: Healthy Building Placement

Walkable and Livable
Communities Institute



EDGES

SIDEWALKS

PARKING

BUILDINGS

CHARACTER

EDGES

SIDEWALKS

PARKING

BUILDINGS

CHARACTER



Edges are essential for a comfortable walk. Edges define spaces and provide visual cues to guide appropriate behaviors. Open areas such as this create high levels of discomfort for both walkers and drivers. Without an edge, walkers feel they have entered the motorist's realm and motorists feel that pedestrians do not belong, so they do not respect them. Edgeless streets look sick and make people feel sad.



Sidewalks must be a comfortable width (typically 6-10 feet for suburban commercial areas), be separated from the curb with a planter strip of 6-10 feet, be continuous and not open to numerous driveways. In general, the higher the roadway speed the wider the planter strip. This space lacks a sidewalk completely, but even the portion with a walk does not "invite" walking.



Parking set to the front of a building devalues walking in many ways. It creates building-to-building swaths of asphalt as wide as 400 feet. Such inhospitable environments (too hot in the summer, too cold in the winter and lonely all the time) do not honor walking, bicycling, transit, or even auto arrivals. Off-street parking takes three times as much land as on-street parking.



Walkability requires easy and complete access to buildings. When buildings are set back, arrival by foot is plagued with problems. Individual properties often carve up the front of a block into independent parking lots and this fractionalizing of land creates ugly and unpleasant spaces to traverse. It devalues the overall experience and also the overall land value. Property owners rarely take care of these spaces, investing instead in large signs advertising to drivers.



Suburban style strip malls and building types are often devoid of character and personality. They are large, faceless, lifeless, uninteresting, uninspiring spaces. Walkers tend to shun such "voids" and motorists tend to speed up when they come across them. These spaces can be anywhere - they have a universal ugliness. Health studies reveal that people in ugly places have elevated blood pressure. Road rage also increases.



Quality edges provide a protective enclosure satisfying the human eye, heart and foot. Edges address our need for comfort, safety and security. Creating a sense of enclosure usually requires building to the interior edge of walkways, planting ground cover and trees, and including on-street parking to buffer the pedestrian from moving traffic. Edges are essential to an enjoyable walking experience.



Sidewalks of sufficient width allow walking to be the most natural, fun, rewarding and healthy way to travel. They allow people to enjoy walking, a relaxed conversation with another, to linger or sit outdoors at a cafe, and they encourage people to stay and socialize. Although sidewalks can be made of a number of materials from concrete to pavers, the most pleasant walkways have a simple elegance—they are well constructed and maintained.



The combination of on-street parking and urban buildings carefully screen or fully hide off-street parking. Off-street parking is placed in interior courts or in well landscaped gardens to the side or rear of the building. Thriving downtowns or pleasant villages rarely require off-street parking minimums. In many cases today, municipalities prescribe maximum number of spaces that are allowed, which makes better use of limited space.



Quality buildings not only create an address, they address the street. Well designed urban buildings have 70-90% glass at grade, giving natural surveillance to the street. A palette of colors, shapes, tones, textures, window styles add predictability, authority and dignity to a street. In order to improve mobility and accessibility, buildings need to have convenient breaks and pauses, certainly every 400 feet and sometimes less.



Buildings can be simple in their designs, but they must help contribute to the character, personality, style, complexity, elegance, charm and experience of the street. In this way, they define where we are. We want to play in our environment, celebrate great artistry and cultural achievements, and create a place that is always fun to come back to, enjoy and protect. A great street is also great theatre.



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Group Exercise



Continue Land Use Group Discussion

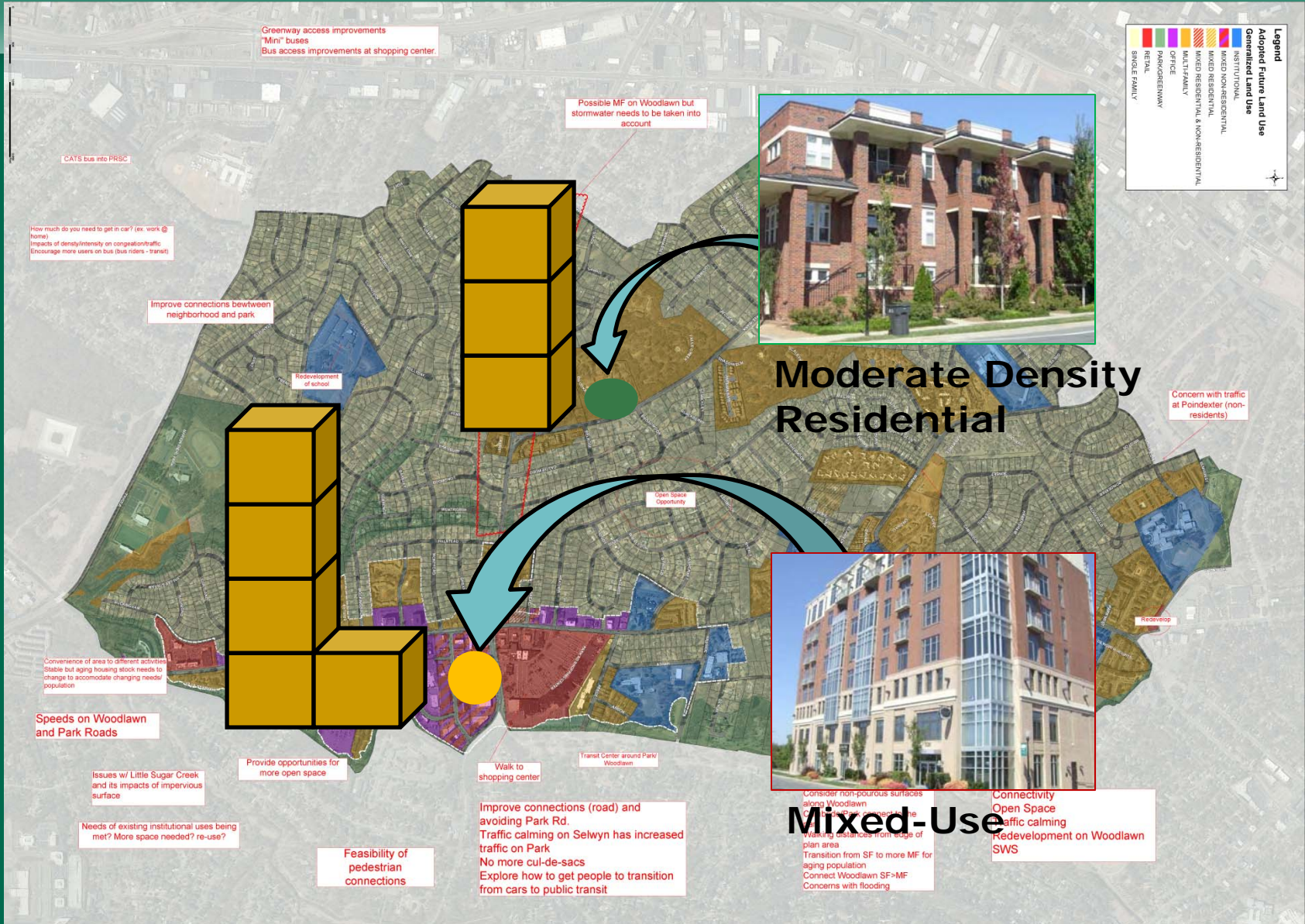


1. Two Maps: Neighborhoods, and Mixed-Use Activity Center.
2. 3 Groups (pick one) and start discussing what types of land uses you would like to see in each area. Place color coded dots in those areas, and apply number of blocks for appropriate heights. (30 minutes)
3. Three tables to pick from feel free to switch whenever you want to.
4. A staff person will be stationed next to each map to help guide the discussion and to answer any questions.
5. 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.

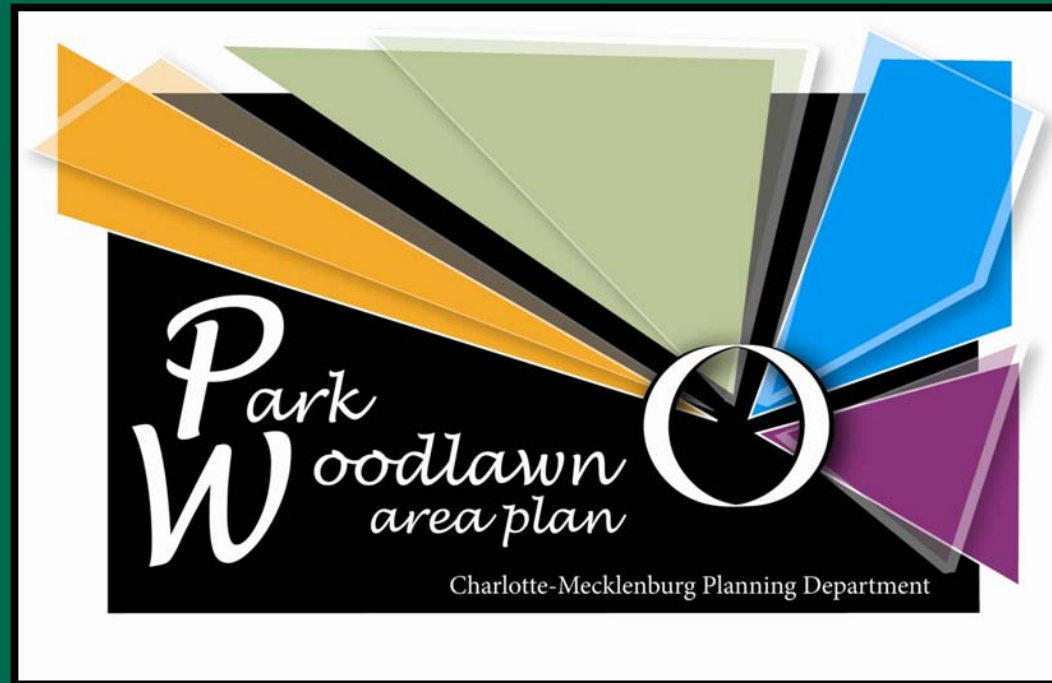


Sample Exercise





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

