



*Park
Woodlawn
area plan*

Charlotte-Mecklenburg Planning Department

Final Public Meeting

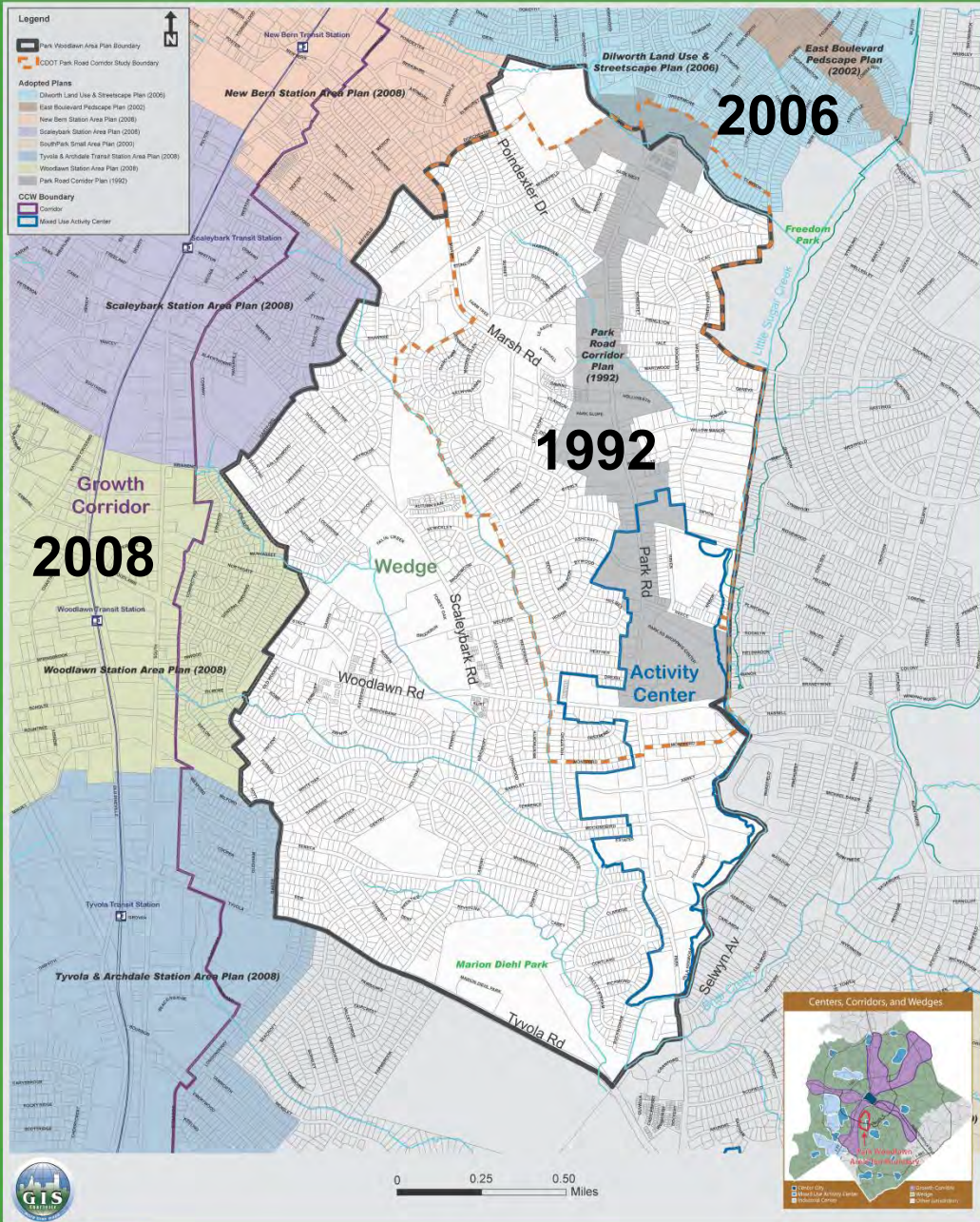
January 29, 2013

CHARMECK.ORG

- 1. Introduction & Overview**
- 2. Area Plan Process**
- 3. Draft Area Plan Overview**
- 4. Summary of Public Comments**
- 5. Next Steps – Review & Adoption**



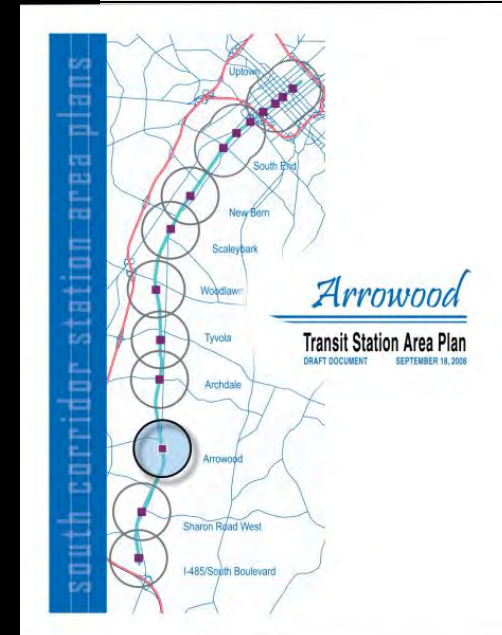
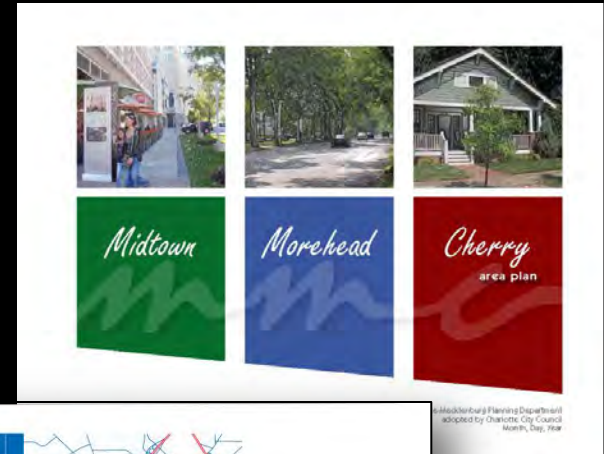
Park Woodlawn Area Plan Boundary





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



What Can You Expect From an Area Plan?

Clarify the Vision for the Area

Identify and provide policies to address development opportunities and issues

But not . . .

Create regulations or laws

Identify public and private investments needed to achieve vision

But not . . .

Provide funding and implementation means overnight

Possibly recommend zoning changes in appropriate locations

But not . . .

Rezone property

Guide more appropriate development

But not . . .

Halt development



Why Do a Plan for This Area?

- To update existing plans to provide more specific guidance for growth and redevelopment
 - Park Road Corridor Area Plan (1992)*
 - Central District Plan (1993)*
 - South District Plan (1993)*
- To better integrate community design, transportation, and land use planning
- To take better advantage of the connections between the neighborhoods and the mixed-use activity center
- To coordinate with critical transportation needs and projects





CITY OF CHARLOTTE

Existing Conditions

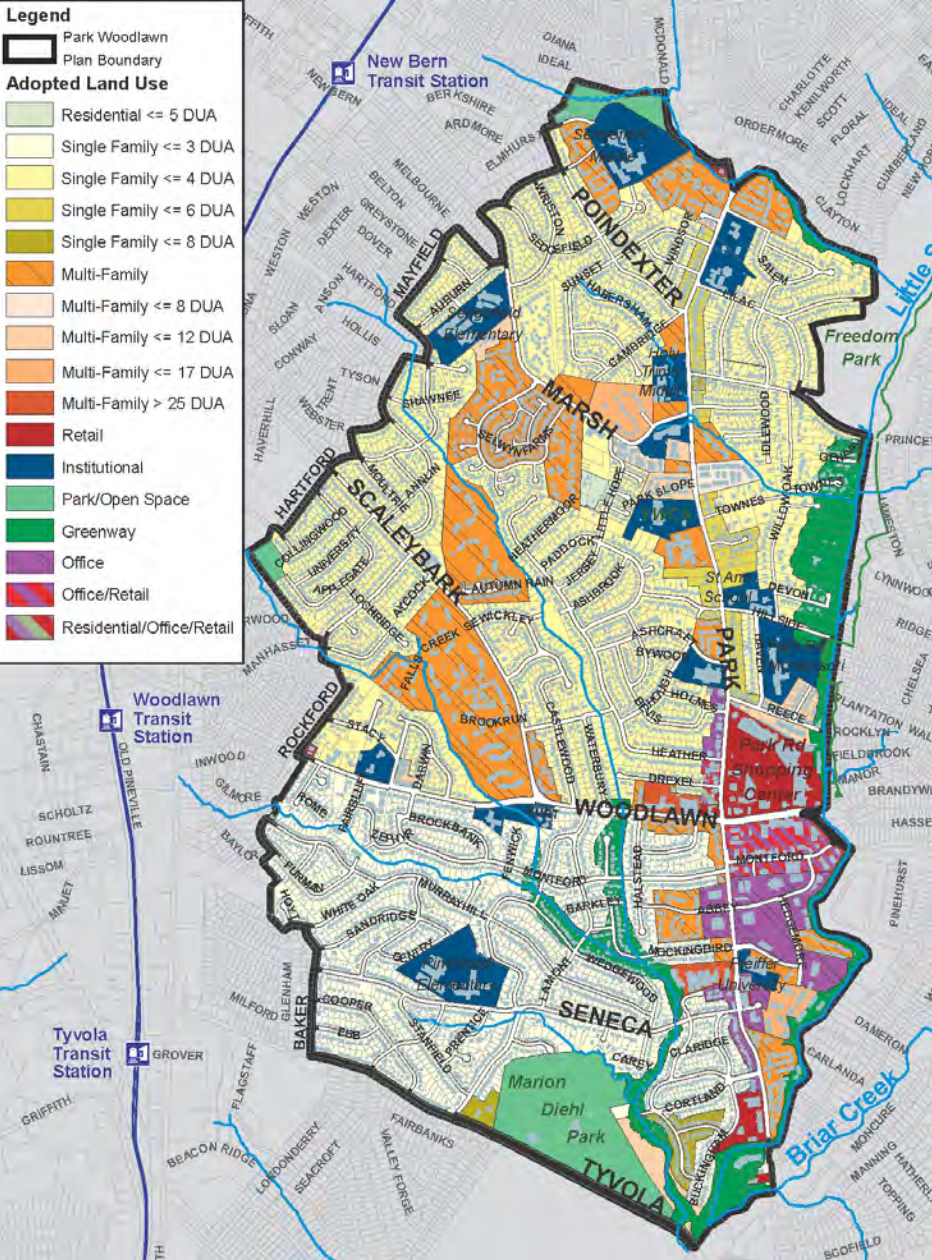




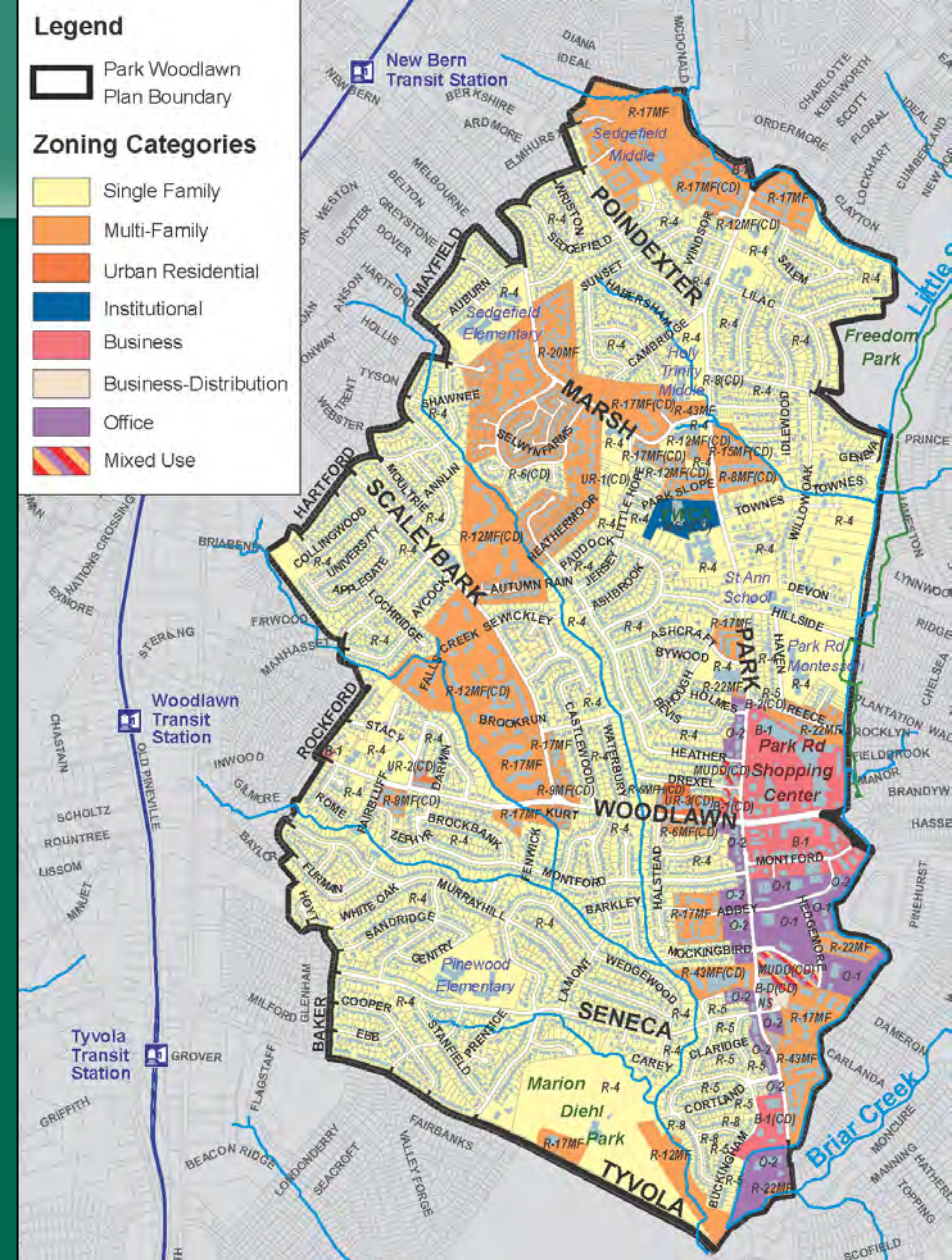
Population

Geographic Area	1990	2000	2010
Park Woodlawn Plan Area	11,533	12,467	12,164
% Increase/Decrease		8.1%	-2.4%
City of Charlotte	395,934	540,828	731,424
% Increase		36.6%	35.2%
Mecklenburg County	511,433	695,454	919,628
% Increase		36.0%	32.2%

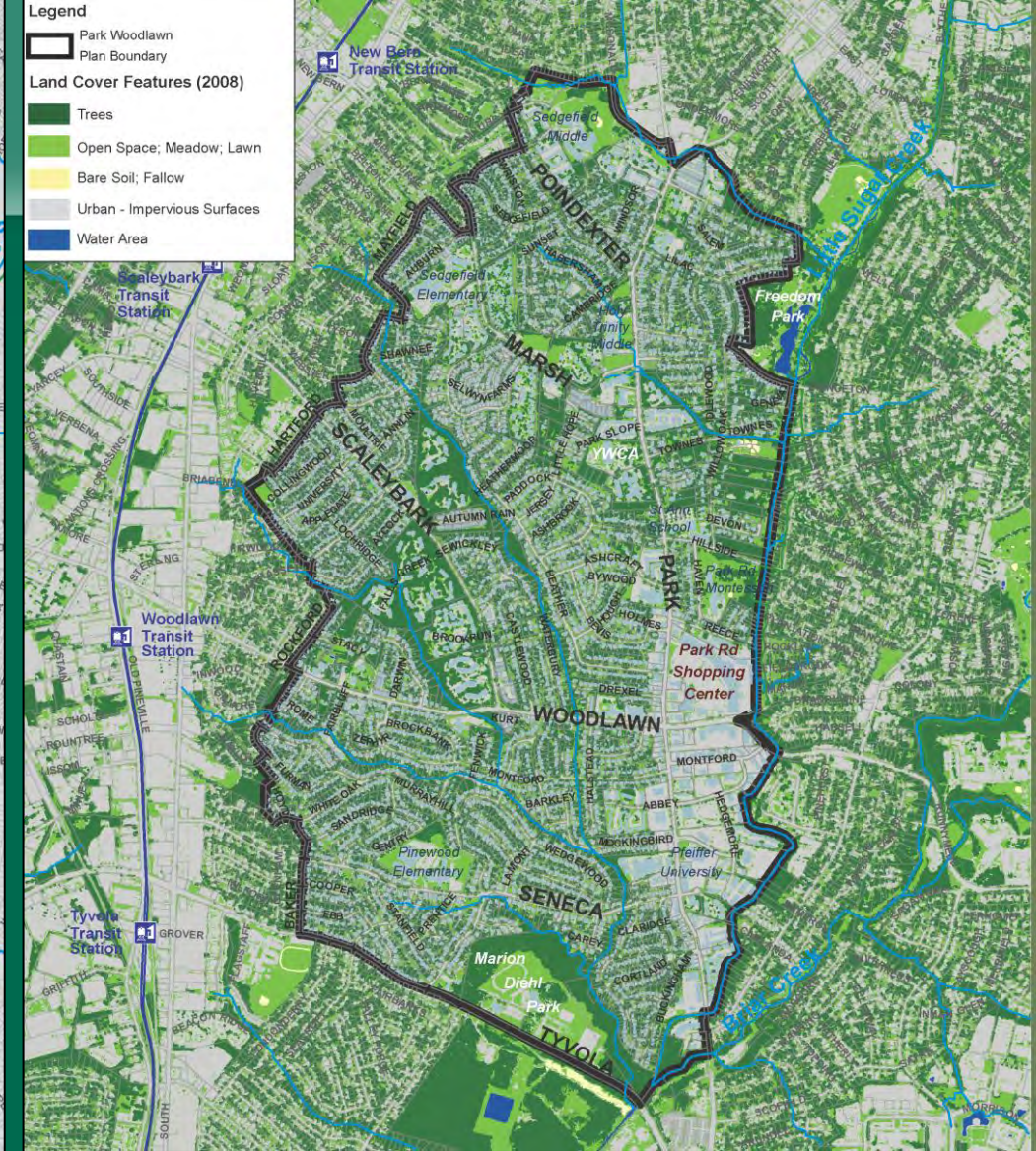
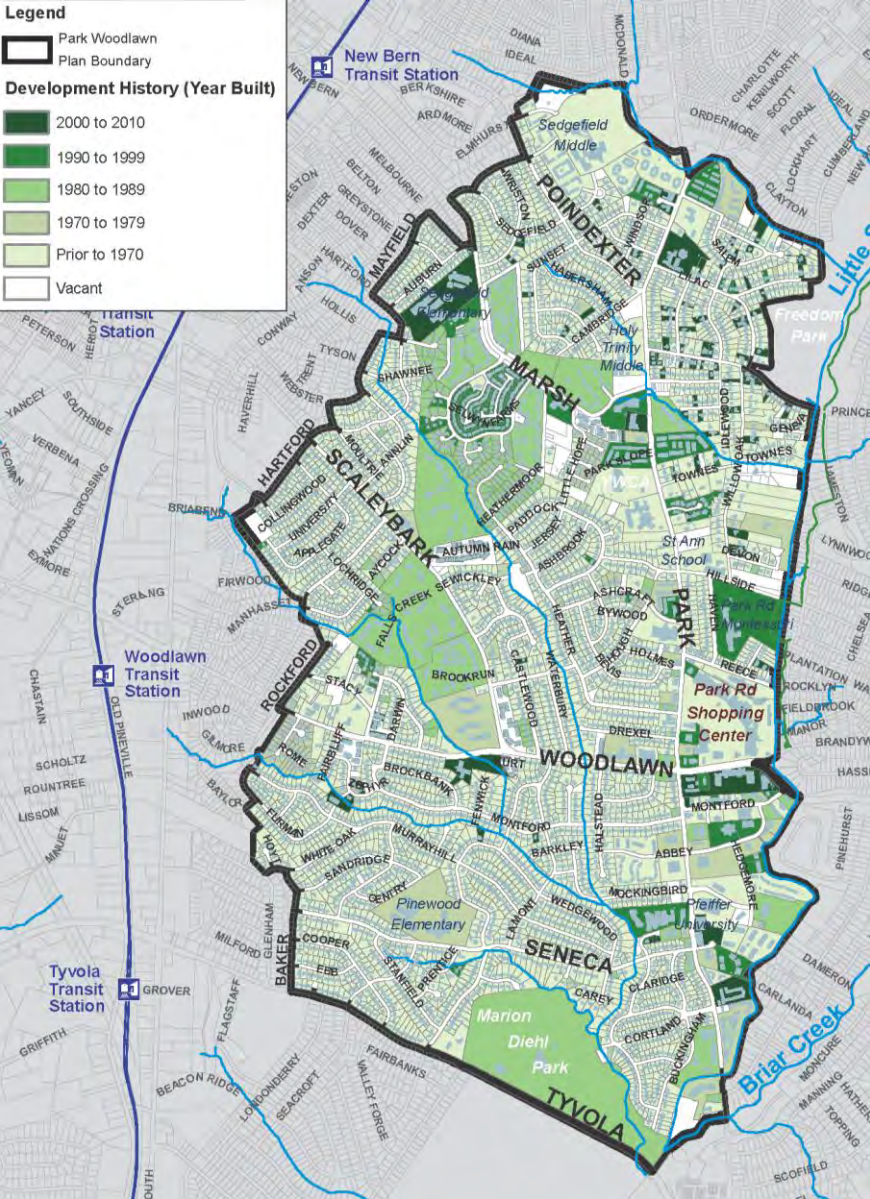
Source: U.S. Census Data (Block Level)



Adopted Land Use



Existing Zoning



Development History
(Year Built)

Land Cover



CITY OF CHARLOTTE

Area Plan Development Process



Tree
Canopy
Walk-ability



Access/Location
Parks & Greenways

Character

Neighborhood Feel

Land Use Choices

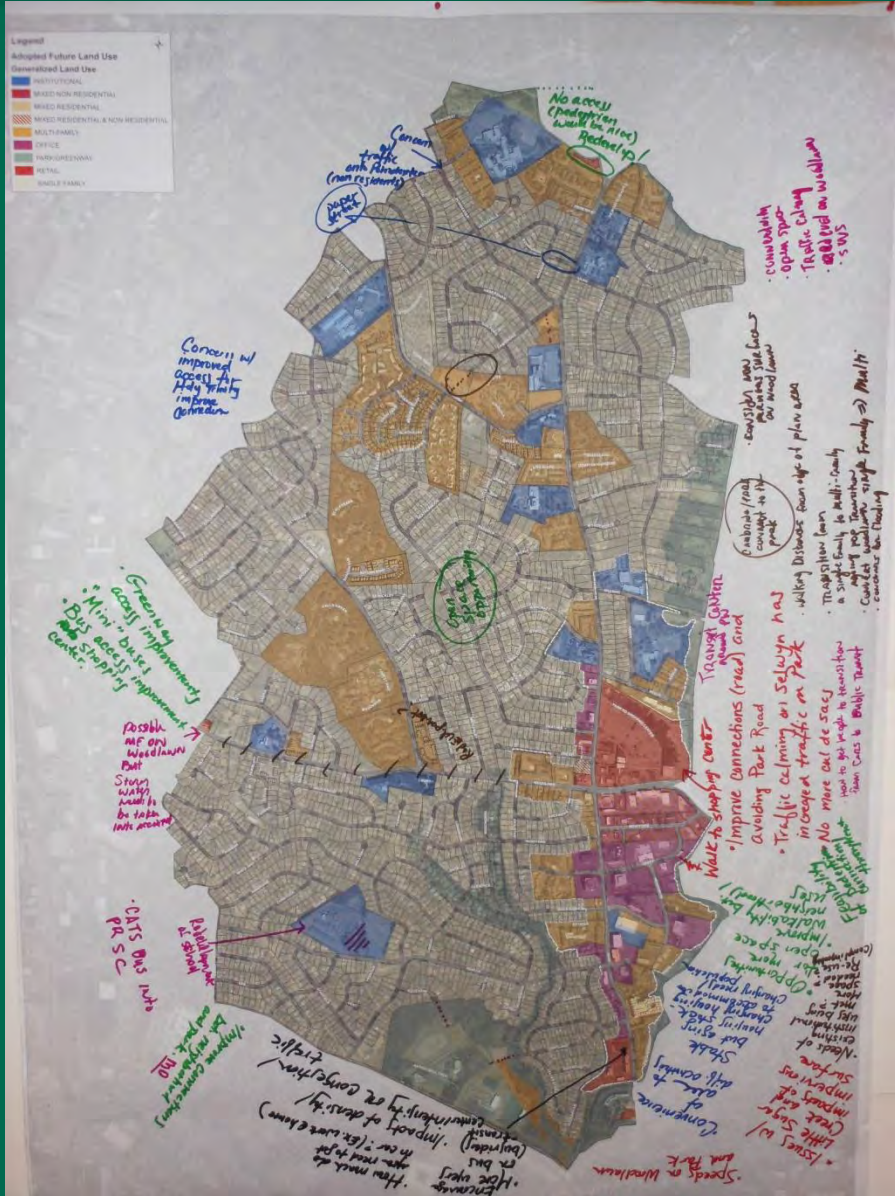
Family Friendly Neighborhoods

Bike Lanes

- Public Kickoff Meeting – November 2011
- Citizen Advisory Group Meetings
 - **Vision Statement** December 8th, 2011
 - **Land Use** January 12th, 2012
 - **Land Use** February 16th, 2012
 - **Transportation** March 8th, 2012
 - **Greenways / Environment** April 12th, 2012
 - **Market Study** May 10th, 2012
 - **Design Workshop** June 5th, 2012
- Public Comment Meeting – December 4th, 2012
- Final Public Meeting – January 29th, 2013



Land Use Group Discussion



Legend

Adopted Future Land Use

Generalized Land Use

- SINGLE FAMILY
- RETAIL
- OFFICE
- MULTIFAMILY
- MIXED RESIDENTIAL & NON-RESIDENTIAL
- INSTITUTIONAL
- PARK/GREENWAY

Greenway access improvements
 "Mini" buses
 Bus access improvements at shopping center.

Possible MF on Woodlawn but stormwater needs to be taken into account

CATS bus into PRSC

How much do you need to get in car? (ex: work @ home)
 Impacts of density/intensity on congestion/traffic
 Encourage more users on bus (bus riders - transit)

Improve connections between neighborhood and park

Redevelopment of school

Redevelopment?

Concern with improved access for Holy Trinity improve connection

Open Space Opportunity

Concern with traffic at Poindexter (non-residents)

Paper street

Redevelop

Convenience of area to different activities
 Stable but aging housing stock needs to change to accommodate changing needs/population

Speeds on Woodlawn and Park Roads

Issues w/ Little Sugar Creek and its impacts of impervious surface

Provide opportunities for more open space

Walk to shopping center

Transit Center around Park/Woodlawn

Needs of existing institutional uses being met? More space needed? re-use?

Feasibility of pedestrian connections

Improve connections (road) and avoiding Park Rd.
 Traffic calming on Selwyn has increased traffic on Park
 No more cul-de-sacs
 Explore how to get people to transition from cars to public transit

Consider non-porous surfaces along Woodlawn
 Cambria/Park connect to the park
 Walking distances from edge of plan area
 Transition from SF to more MF for aging population
 Connect Woodlawn SF>MF
 Concerns with flooding

Connectivity
 Open Space
 Traffic calming
 Redevelopment on Woodlawn
 SWS



Sharpie
Purple

Mud

3-Storey
max.

ADU's

Re-work
for 2.5m

02.16.2012 08:41

Map labels and street names:

- SHROBROOK
- JERSE
- PADDOCK
- LITTLE HOPE
- ZION
- URBAN
- CLAWSON
- DAVANT
- LEAS
- GUILTFORD
- CAMBRIDGE
- HABERSHAM
- SUNSET
- WINDSOR
- PARK
- WEST SLOPE
- PARK SLOPE
- HOLLWREATH
- HAMPTON GARDENS
- SOMERSET
- PRINCETON
- LLAC
- YALE
- MARLOWOOD
- WILLOW OAK
- DEVON
- WILLOW MANOR
- TOWNES
- GENEVIA
- CAROWILL



CITY OF CHARLOTTE

Design Workshop



LandDesign™

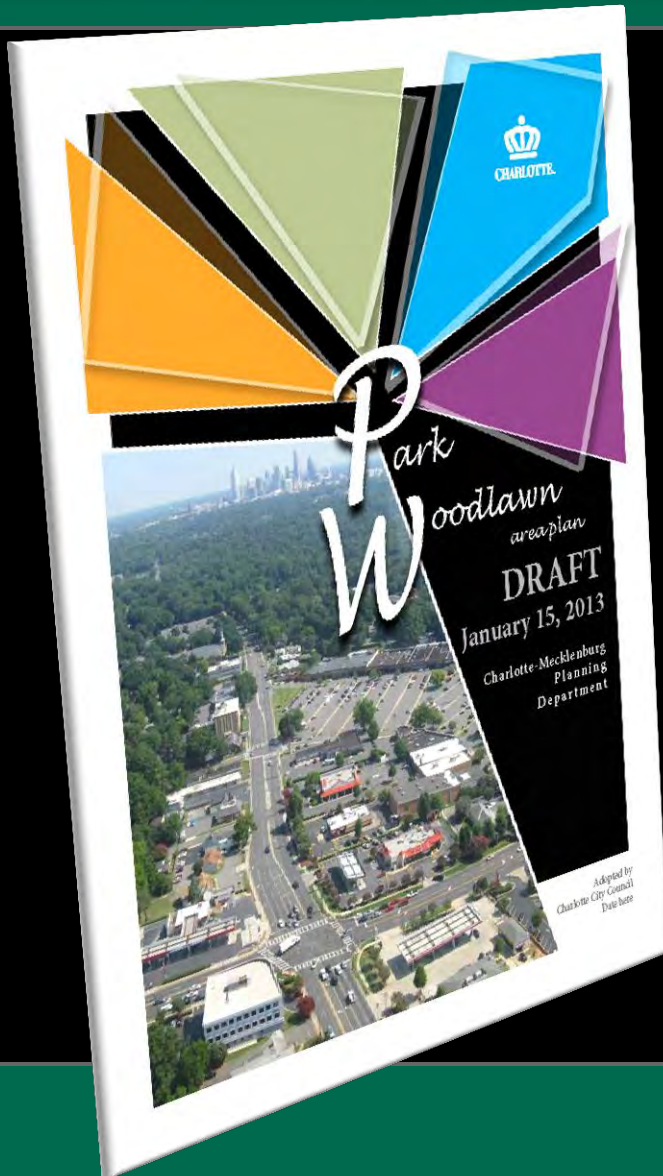


Focus Area 2





CITY OF CHARLOTTE

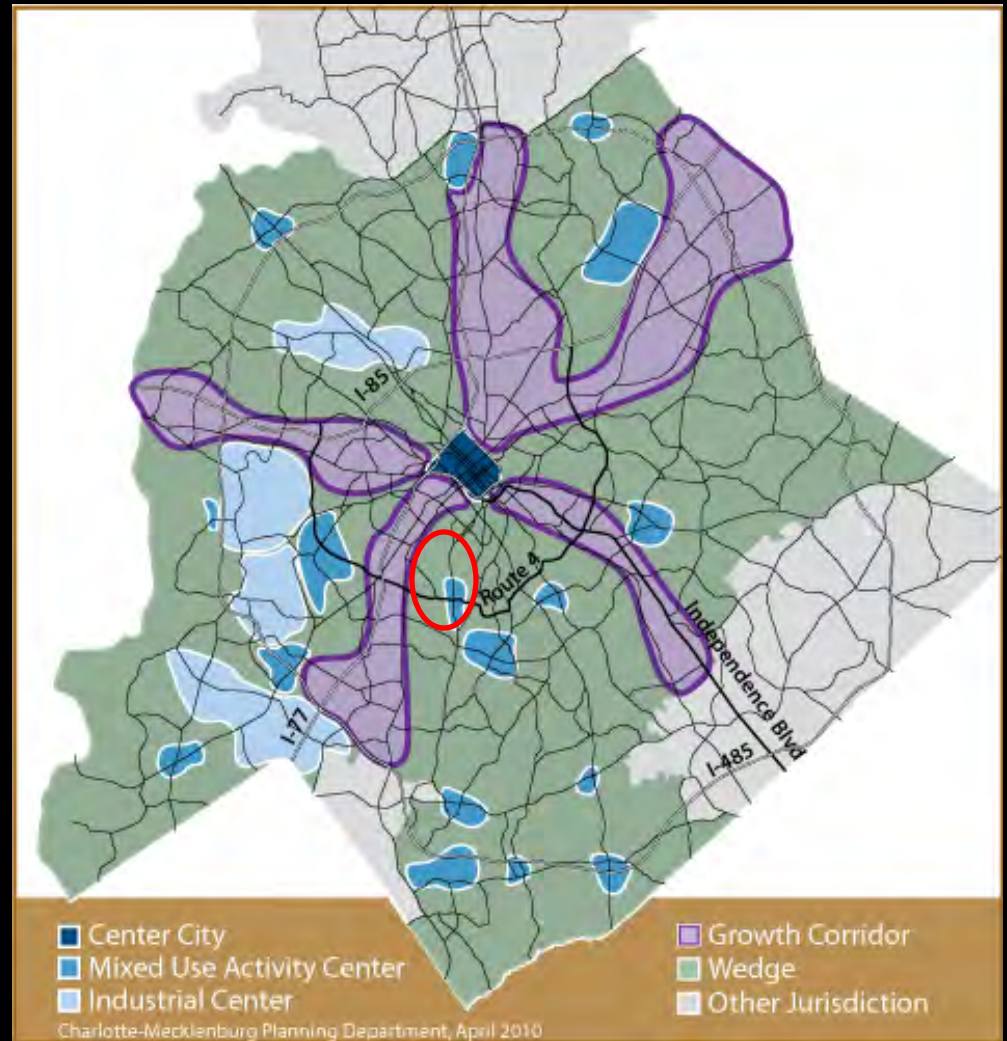


“Draft” Plan Policies

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.



Opportunities

- Strong Neighborhoods
- Local Business Core
- Strategic Location
- Park, Recreation & Open Space



Issues

- Limited Redevelopment Opportunities for New Growth
- Limited East/West Connectivity
- Connectivity and Walkability within Mixed-Use Activity Center
- Traffic Congestion



Vision Statement

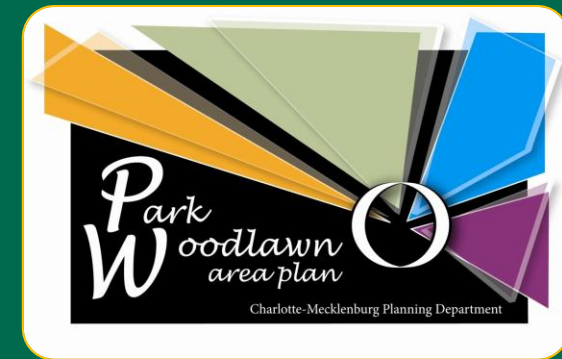


Vision Statement



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.

- ❖ Highlights areas unique character and strong neighborhoods.
- ❖ Emphasizes the need to preserve these strong characteristics, especially with new infill development.
- ❖ Plan Goals are to enhance and help create a neighborhood serving (context sensitive scale), mixed use activity center, surrounded by stable residential neighborhoods.





CITY OF CHARLOTTE

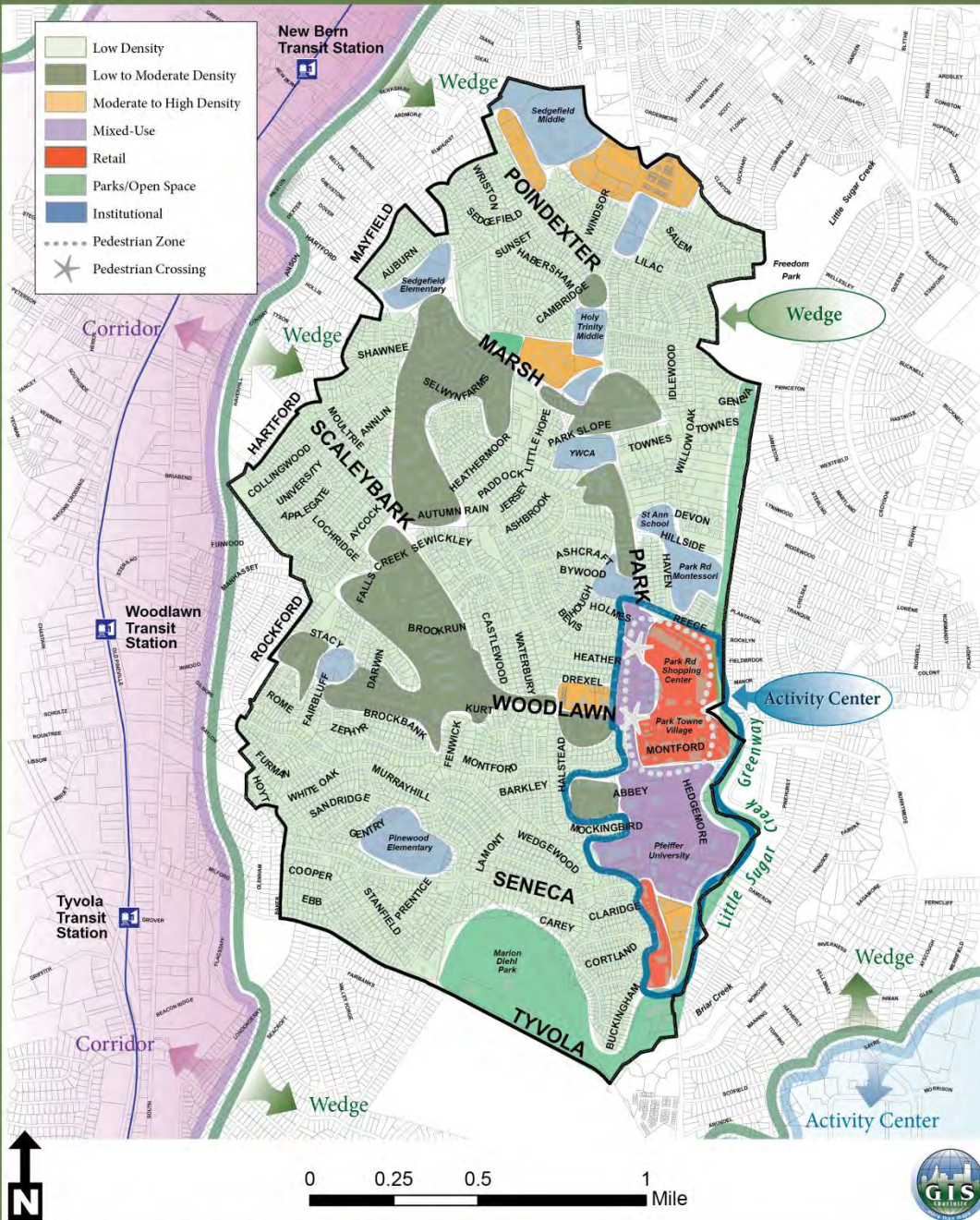
Land Use Policies



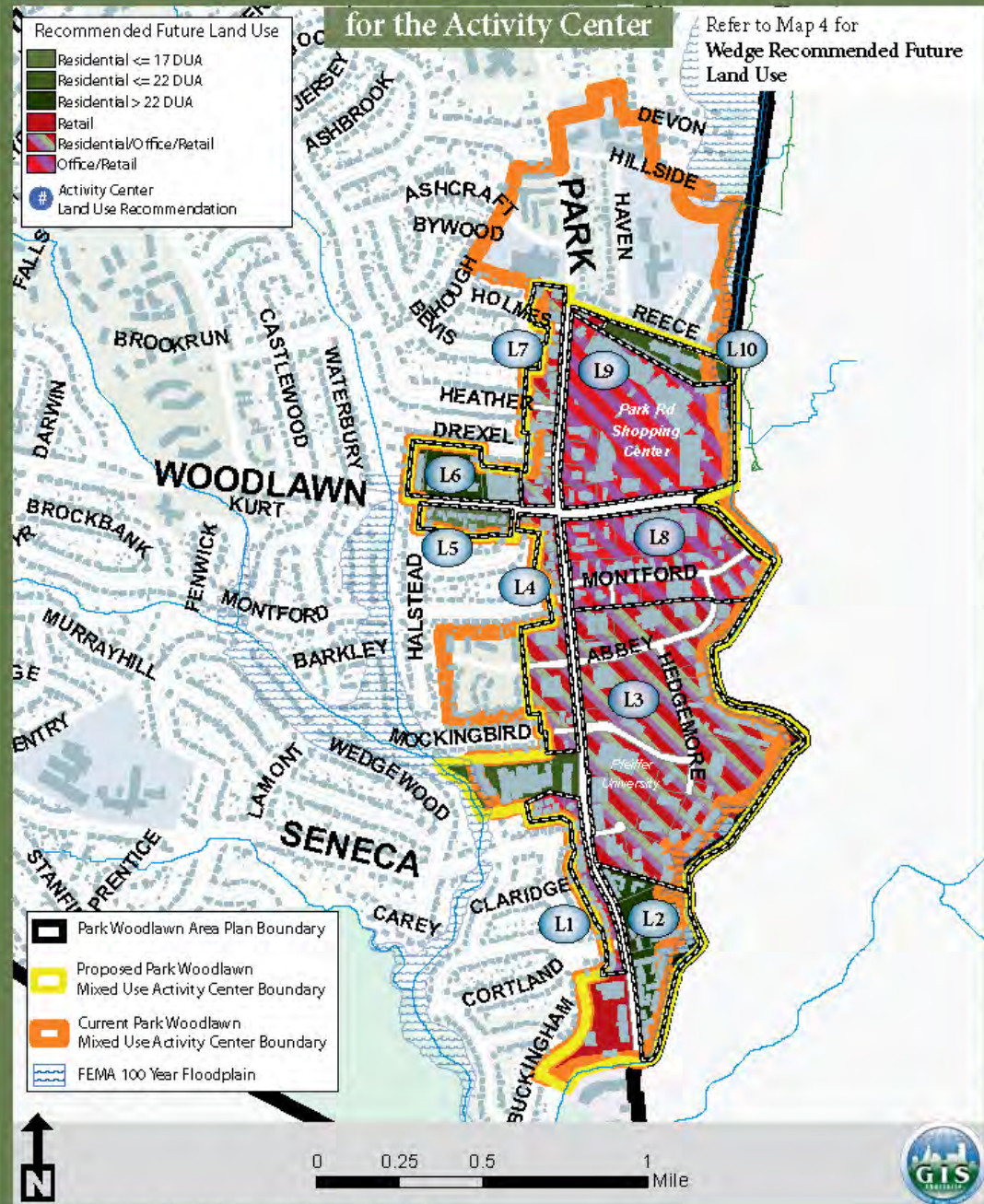
Copyright ©2011 Pictometry International Corp.

Park Woodlawn Area Plan Concept Map

Concept Map



Park Woodlawn Area Plan Recommended Future Land Use



Activity Center Recommended Future Land Use

Mix of Uses

(Residential / Office and/or Retail), height limited to 40 feet, on the west side, emphasis on design due to shallow lots

Moderate to High Density Residential at existing key locations.

Retail / Office at core
Support infill development of surface parking lots, ground floor office/retail

Reduce Activity Center Boundary

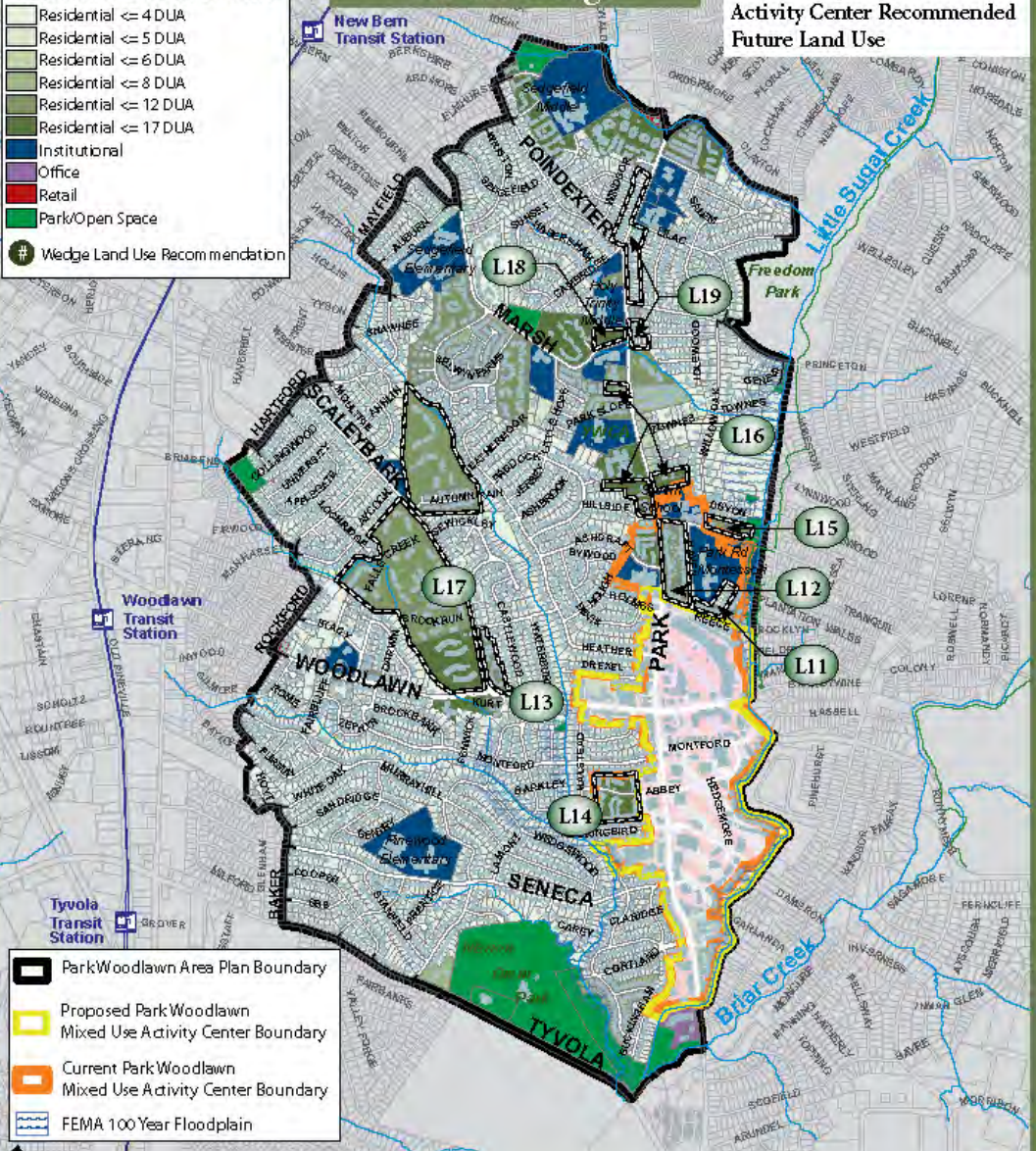
Park Woodlawn Area Plan Recommended Future Land Use

Wedge (Neighborhood) Recommended Future Land Use

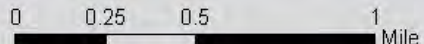
for the Wedge

Refer to Map 3 for
Activity Center Recommended
Future Land Use

- Recommended Future Land Use
- Residential <= 4 DUA
 - Residential <= 5 DUA
 - Residential <= 6 DUA
 - Residential <= 8 DUA
 - Residential <= 12 DUA
 - Residential <= 17 DUA
 - Institutional
 - Office
 - Retail
 - Park/Open Space
 - Wedge Land Use Recommendation



- ParkWoodlawn Area Plan Boundary
- Proposed ParkWoodlawn Mixed Use Activity Center Boundary
- Current ParkWoodlawn Mixed Use Activity Center Boundary
- FEMA 100 Year Floodplain



Residential <= 4 & 6 DUA
Majority of the area is single family

Moderate Density Residential
<= 12 DUA
Along Woodlawn Rd. only if all parcels on a block are assembled, no lots left out. And at specific locations on Park Rd.

Residential <= 17 DUA
(Recognize existing development)



CITY OF CHARLOTTE

Community Design Policies



Residential Design Policies Highlights

❖ Shallow depth lot redevelopment along Park Road should relate to the single family neighborhood behind.

❖ Multi-family development / redevelopment along Park / Woodlawn Roads should relate to the surrounding context and have pedestrian scale street presence.



Building Architecture and Site Design



- ❖ Transition the scale and height of development with respect to adjacent single family neighborhoods.
- ❖ Orient buildings toward street and provide pedestrian access.
- ❖ Design buildings with transparent openings and, ornamentation, and architectural character.



Pedestrian and Vehicular Network

- ❖ Introduce pedestrian signals and/or pedestrian refuge islands along Park and Woodlawn Roads near the Park Road Shopping Center and Park Towne Village for better neighborhood and pedestrian connectivity.
- ❖ Encourage shared parking among different uses where feasible to minimize the amount of parking spaces needed.



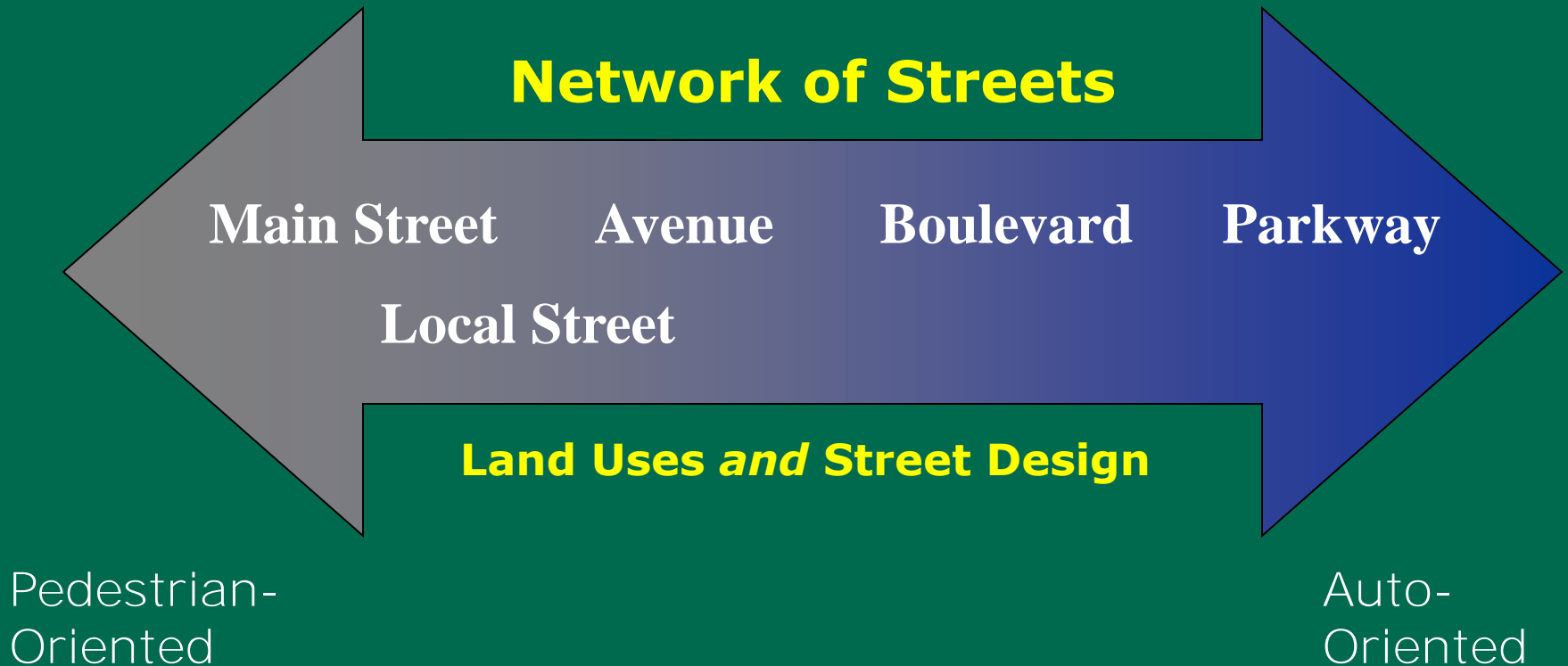


CITY OF CHARLOTTE

Transportation Policies

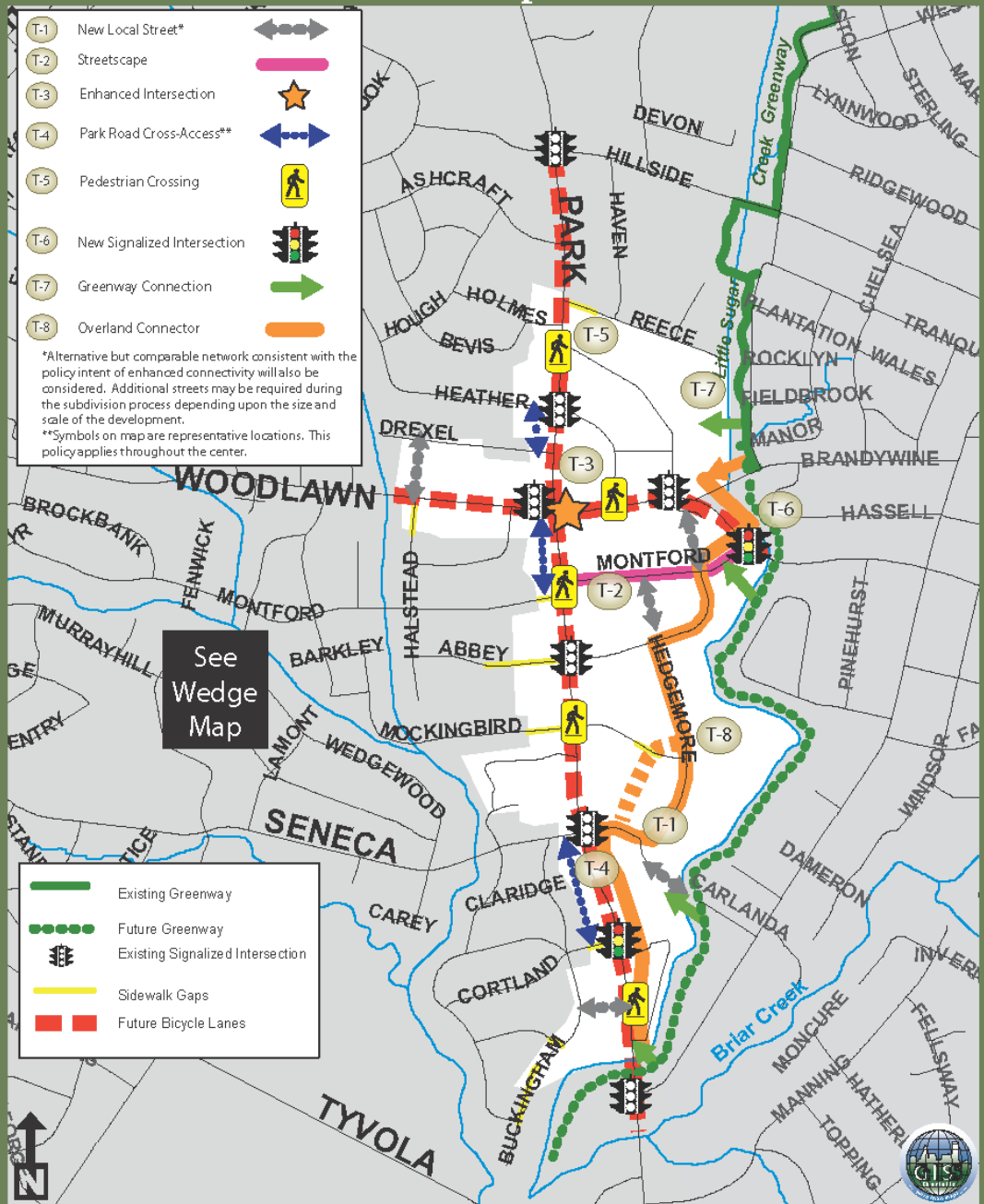


A Variety of Street Types



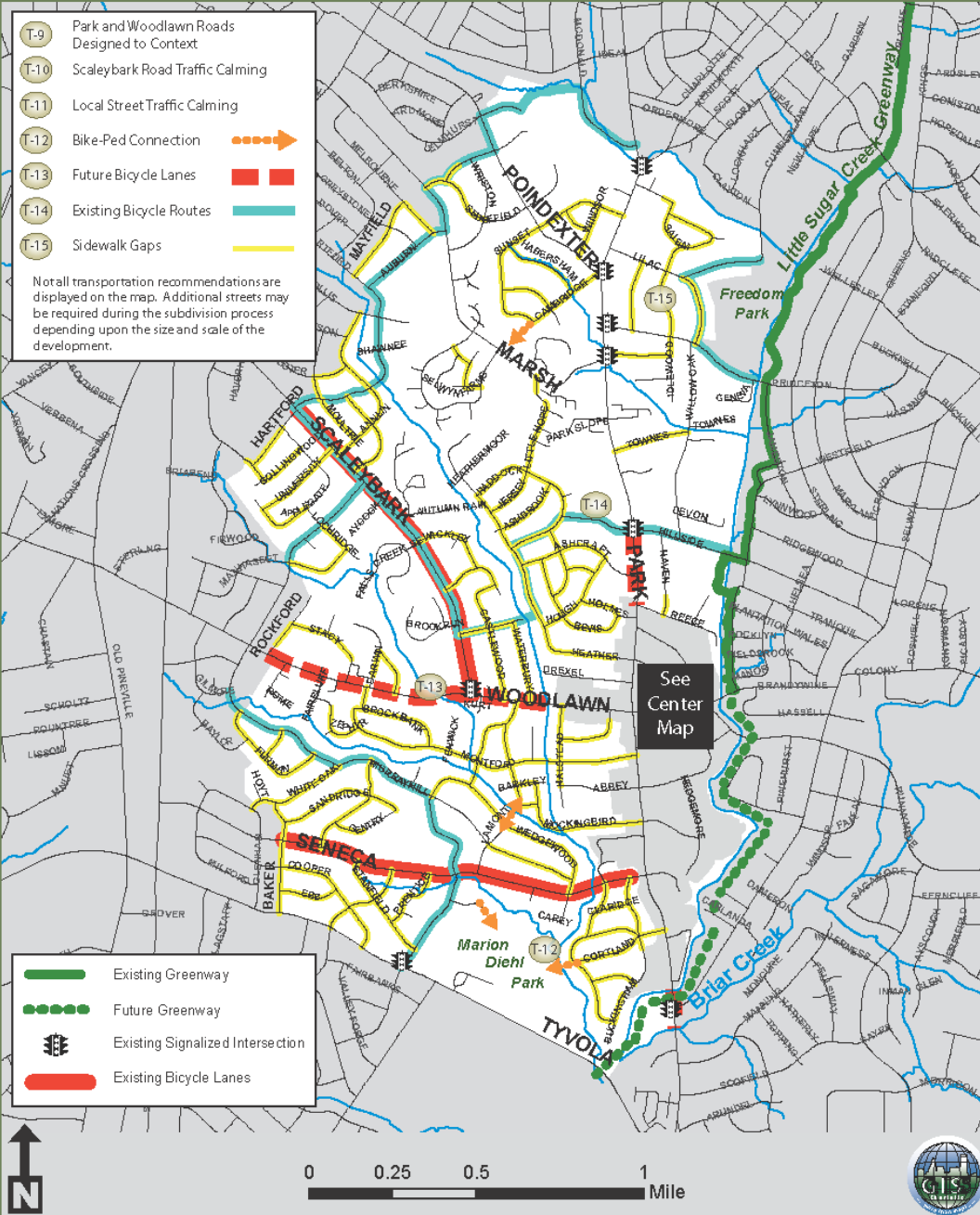
Park Woodlawn Area Plan Future Transportation

Future Transportation Activity Center



Park Woodlawn Area Plan Future Transportation

Future Transportation Wedge



Part 1: Concept Plan
Park Woodlawn Area Plan Transportation
 Charlotte-Mecklenburg Planning Department

Park Road

Refer to Map 7 for location of street cross-sections



drawing not to scale

Walk	Planting Strip	Bike	Travel Lane	Travel Lane	Median Zone	Travel Lane	Travel Lane	Bike	Planting Strip	Walk
A2 — Park Road (Kenilworth Avenue to Hillside Avenue)										
6'	8'	n/a	11'	11'	10'	11'	11'	n/a	8'	6'
Maintain existing curb except turn lanes at signalized intersections										
A3 — Park Road (Hillside Avenue to Seneca Place)										
8'	8'	5'	11'	11'	Traffic Island/ 10' Turn Lane	11'	11'	5'	8'	8'
13' planting strip should be used to preserve future curb. Specific setback requirements apply										
A4 — Park Road (Seneca Place to Briar Creek) 10' wide path on east side linking Greenway with Park/Seneca and Park/Selwyn intersections										
8'	8'	5'	11'	11'	Traffic Island/ 10' Turn Lane	11'	11'	5'	8'	8'
13' planting strip should be used to preserve future curb. Specific setback requirements apply										
Notes: • Additional setback footage may be required for utilities, etc. • Setbacks set by zoning except for road cross-sections A3 and A4, where the setback for urban zoning districts will be 16' for mixed-use and non-residential land uses; and 24' for residential land uses										
Source: Charlotte Department of Transportation										

Part 1: Concept Plan
Park Woodlawn Area Plan Transportation
 Charlotte-Mecklenburg Planning Department

Montford Drive

Refer to Map 7 for location of street cross-sections



drawing not to scale

Walk	Amenity Zone	Planter/Parking	Travel Lane	Travel Lane	Amenity/Planter Zone	Walk
M1 — Montford Drive (Park Road to Abbey Place)						
8'	10'	16'	13'	11'	10'	8'
20' setback* +++		Angled Parking one side - Angled parking may alternate sides if travel lanes shift mid-block			20' setback* +++	
Notes: * 2' additional setback footage required for utilities, etc. Source: Charlotte Department of Transportation						

Montford Drive (today)





CITY OF CHARLOTTE

Montford Drive (Proposed Street Cross-Section)



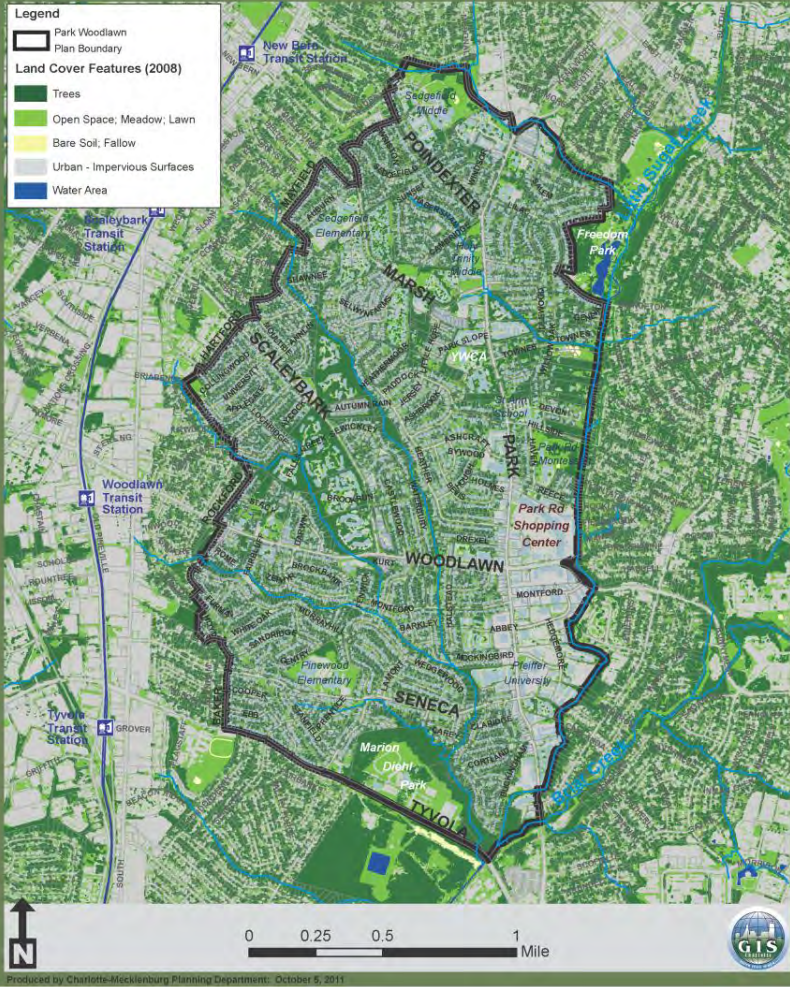


CITY OF CHARLOTTE

Natural Environment



Park Woodlawn Area Plan Land Cover



Natural Environment Policies

- ❖ Encourage Actions (measures) that will ensure long term sustainability of the tree canopy.
- ❖ Establish tree canopy goals for the Park Woodlawn area, following the City's 50% Tree Canopy Goal in 2050.
 - Wedge at 50%
 - Mixed Use Center at 20%
- ❖ Support environmental education as a means of reducing the amount of pollutants entering area streams and creeks.





CITY OF CHARLOTTE

Public Meeting Comments

Park
Woodlawn
area plan

Charlotte-Mecklenburg
Planning
Department

Adopted by
Charlotte City Council
Date here

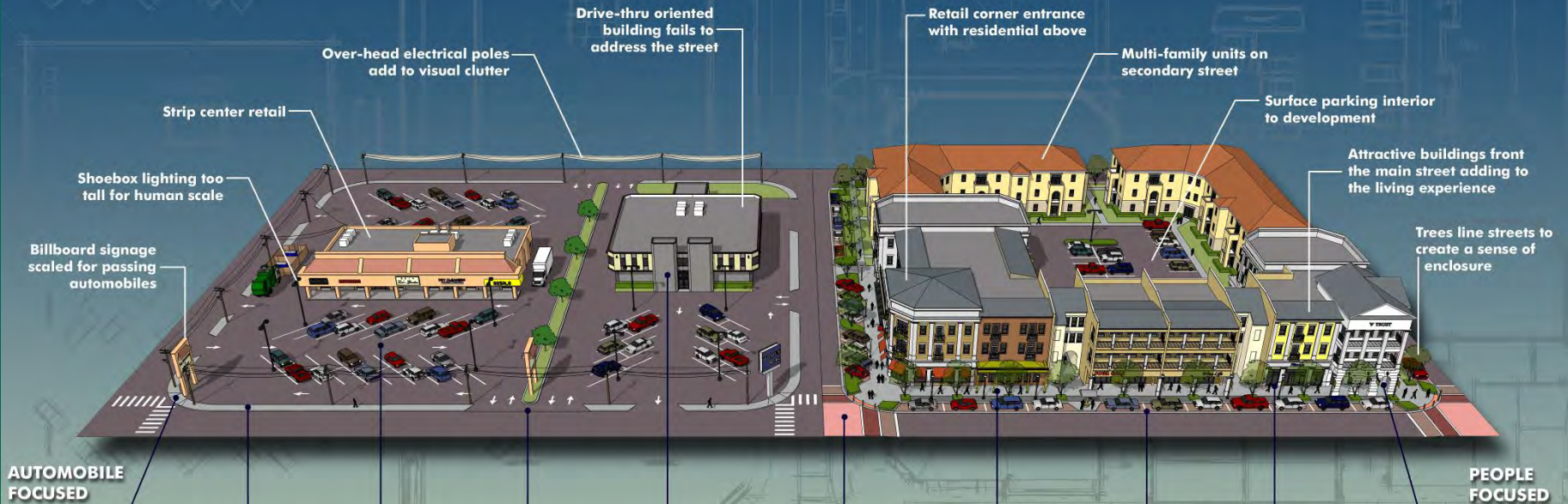
Comments Received (summary)

- ❖ Some expressed concerns over the impacts of mixed-use development in the area, especially on traffic.
- ❖ Most want new development in the area to be sensitive to the surrounding neighborhood in terms of scale.
- ❖ Some expressed concerns over building heights, nothing more than 4 stores or 40 feet.
- ❖ Slight adjustments to some of the recommended future land uses.



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.

RESIDENTIAL Design Policies¹
D-1 Building Architecture
and Site Design

Close attention to building and site design serves to enhance the community. Design policies do not result in conformity of design, but provide direction for both new and infill development.

Preserve historically or architecturally significant structures.

Avoid blank walls along pedestrian circulation areas and public rights-of-way.

Orient building towards internal street network (unless a thoroughfare) or common open space and provide pedestrian access to the street.

Transition the scale and height of development with respect to adjacent single family neighborhoods

Multi-family development/redevelopment along Park Road should relate to the surrounding context and have pedestrian scale street presence. Building heights should be limited to 40 feet.

Shallow depth lot redevelopment along Park Road should relate to the single family neighborhoods behind. Buildings should orient to Park Road with parking and circulation behind buildings.

Encourage positive orientation of any proposed buildings toward existing or future greenway.

¹ Adopted by City Council, the General Development Policies (GDP) provide guidance for the location, intensity and form of future development and redevelopment throughout the community. Many of the residential and mixed/multi-use center policies for the plan area are based upon these adopted GDP policies. Plan policies that appear in italic text are based upon those previously adopted GDP policies. Additional new-plan-specific policies are shown in bold font. Plan-specific policies augment the GDP design guidelines.

Policy Number	Single Family Detached	Single Family Attached and Multi-Family
1A	•	•
1B	•	•
1C	•	•
1D	•	•
1E	•	•
1F	•	•
1G	•	•



1D Transition the scale and height of development with respect to adjacent single family neighborhoods.



1F Shallow depth lot redevelopment along Park Road should relate to the single family neighborhoods behind. Buildings should orient to Park Road with parking and circulation behind buildings.

Recommend limiting building heights to 40 feet, for new development adjacent to single family.

Plan Policies

Overview

The following sections set forth plan policies for land use, transportation, community design, public facilities, as well as the natural environment to realize the vision and goals for the plan area. Goals for each section are briefly summarized, followed by the recommended plan policies. Plan policies will guide future land use, zoning and other growth and development/redevelopment decisions.

Land Use

This section establishes future land use policies for the area and recommends appropriate land uses to realize the plan vision. In developing these policies, transportation and community design issues were also considered and incorporated as appropriate. However, separate sections for transportation and community design policies follow and build upon the policies discussed in the land use section.

GOAL

Maintain and preserve the area's predominant neighborhood character, along with strengthening and enhancing the strong neighborhood business center. Future developments should be sensitive to the surrounding neighborhood. These developments should enhance the neighborhoods by building upon the area's assets and improving the pedestrian environment by providing more connections between the residential wedge areas, and the mixed use activity center.

The land use policies are organized into two major geographic areas: Wedge and Activity Center. Each policy is numbered, and the specific location noted on Map 3 or Map 4. The policies also are cross-referenced by numbers in the Implementation Guide. The plan area incorporates Park Road / Woodlawn Road mixed-use activity center, with the majority of the area included in the wedge. Two areas of the Activity Center are recommended for reclassification as part of the Wedge due to their recommended characteristics. These are further discussed in policies L-11 and L-14.

L. ACTIVITY CENTER

Activity Centers are focal points of economic activity typically planned for concentrations of compact development. Many existing Activity Centers are appropriate locations for significant new growth along with enhancements to the supporting infrastructure. There are three types of Activity Centers: Center City, Mixed Use Centers, and Industrial Centers. The Park Woodlawn center is a Mixed Use Center and it is anticipated that the area will be developed far more intensely than it is currently. The projected new growth is because there are no more vacant parcels left within the activity center; any new development will need to redevelop existing

properties at higher intensities; and the surrounding demographics are favorable for more businesses wanting to locate there. However the land use, transportation and community design policies set forth in this document will continually emphasize that new development needs to be neighborhood focused; that is, buildings need to be sensitive to the surrounding single family neighborhoods in terms of height and design, and need to encourage pedestrian activity by providing inviting places for pedestrian such as public plazas, open spaces and active ground floor uses. See Map 3: Recommended Future Land Use for the Activity Center.

LAND USE POLICIES FOR THE ACTIVITY CENTER

L-1: Park Road, west side, from near Cortland Road to near Seneca Place: Support office and retail uses. The Existing office and retail properties located along the west side of Park Road just north of the Harris Teeter shopping center and Cortland Road are recommended for office and/or retail uses; however new developments should follow the design policies in the Community Design section. If all the parcels in the block are assembled, a multi-family development would be appropriate at a density not to exceed 12 dwelling units per acre (DUA). The proposed development would need to follow the design policies in the Community Design section, and be especially sensitive to the single family neighborhood behind them along Buckingham Drive; it should also be at a height not to exceed 40 feet. Assembling parcels from the wedge neighborhood into a larger

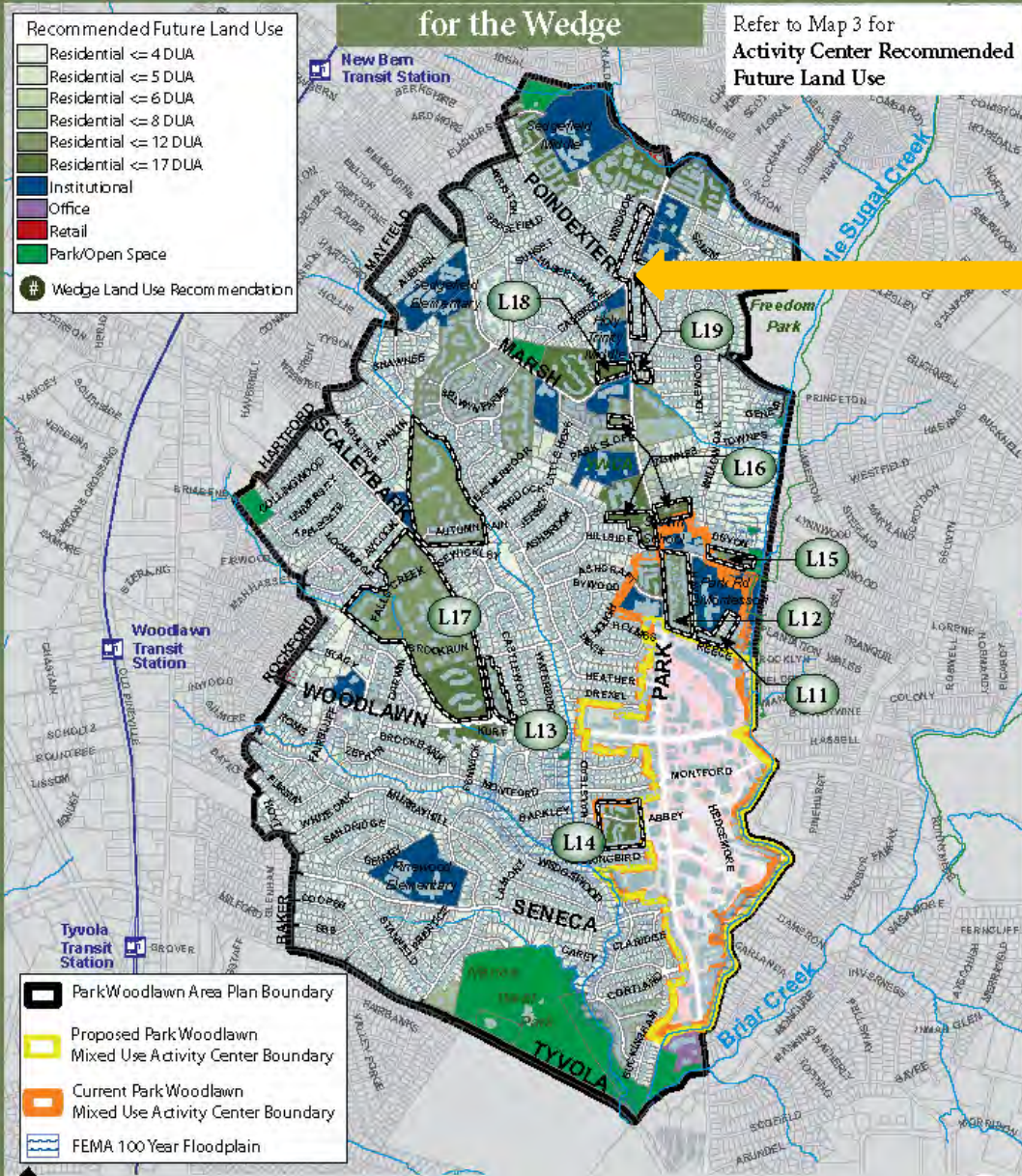
Park Woodlawn Area Plan Recommended Future Land Use

for the Wedge





Refer to Map 3 for
Activity Center Recommended
Future Land Use

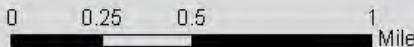
Recommended Future Land Use

-  Residential <= 4 DUA
-  Residential <= 5 DUA
-  Residential <= 6 DUA
-  Residential <= 8 DUA
-  Residential <= 12 DUA
-  Residential <= 17 DUA
-  Institutional
-  Office
-  Retail
-  Park/Open Space
-  Wedge Land Use Recommendation



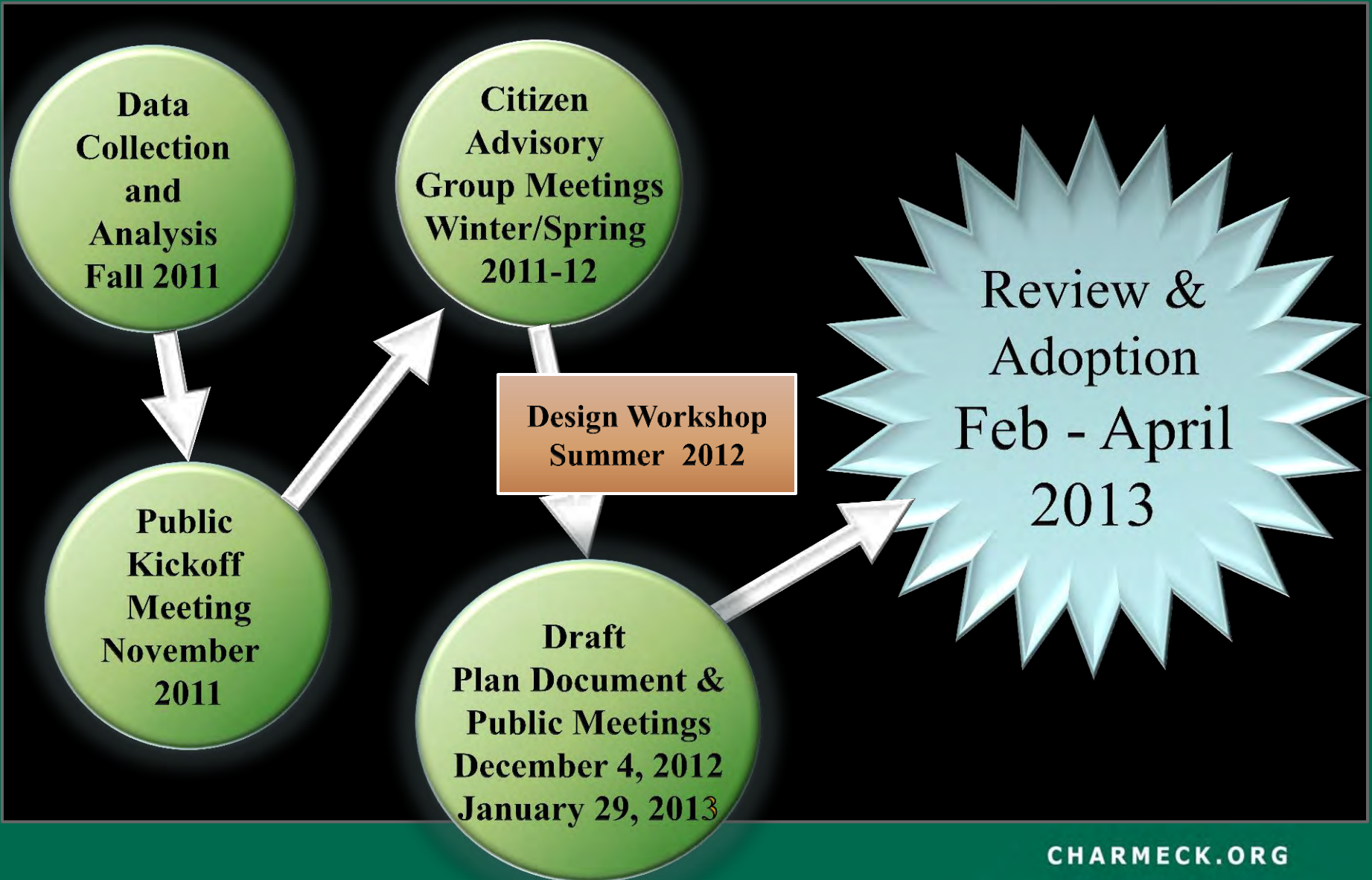
Maintain low density residential <= 4 DUA along most of Park Rd.

-  ParkWoodlawn Area Plan Boundary
-  Proposed Park Woodlawn Mixed Use Activity Center Boundary
-  Current Park Woodlawn Mixed Use Activity Center Boundary
-  FEMA 100 Year Floodplain





Plan Development Process



Review & Adoption Schedule (Tentative)

- ❖ Final Public Meeting - **January 29th**
- ❖ Planning Committee – **February 19th** (public comment)
- ❖ City Council Committee (T & P) – **March** (overview)
- ❖ Planning Committee – **March/April** (recommendation)
- ❖ City Council – **April** (public comment)
- ❖ City Council Committee (T & P)–**April** (recommendation)
- ❖ City Council – **May** (adoption)





CITY OF CHARLOTTE



Questions?

CHARMECK.ORG

Planning Committee Meeting

Charlotte-Mecklenburg Gov't. Center
600 East Fourth Street
Room 280

February 19th at 5:00pm

