



**CHARLOTTE**<sup>SM</sup>

# Prosperity Hucks Area Plan Small Group Work Sessions

## Agenda:

# Small Group Work Sessions

- 1. Update on Process**  
(15 min.)
- 2. Small Group Work Sessions**  
(45 min.)
- 3. Report Out & Next Steps**  
(30 min.)

Policy Plans

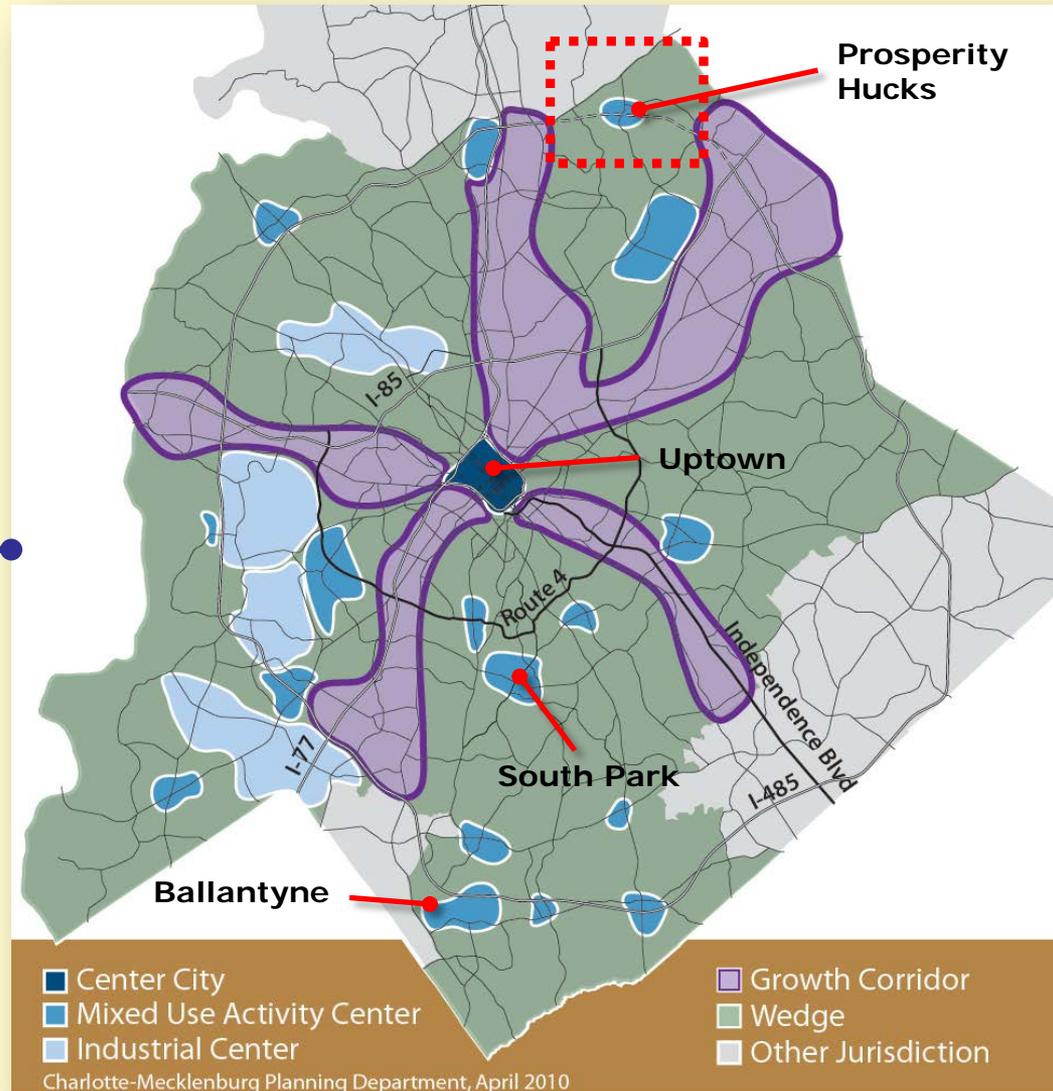
**Centers, Corridors & Wedges**  
Growth Framework

**General Development Policies**  
Guidance on Community Design

**Area Plans**  
Parcel specific Future Land Use

### Mixed Use Activity Centers:

- Focal point of community activity (live-work-play)
- Mix of use (retail-housing-office-civic)
- Cohesive pedestrian-oriented core
- Surrounded by lower density residential



# Plan Review & Adoption :

## Process & Next Steps

### May-August

- Small Group Discussions & Meetings

### September-October

- **Community work sessions**
- Refined Recommendations

### November-December

- Update Draft Plan
- Begin review & adoption process

### January-March

- Complete public hearing & Council adoption process

# Community Dialog: Lots of Ideas & Issues...

## Prosperity Hucks Area Plan: Small Group Meeting Notes by Group

	Group 1 Wednesday 4 pm	Group 2 Wednesday 5:30 pm	Group 3 Wednesday 5:30 pm	Group 4 Thursday 2:30 pm	Group 5 Thursday 4 pm	Group 6 Thursday 7 pm
Mix of Use	<ul style="list-style-type: none"> <li>Have heard that plan for Ridge Road vicinity is 22 units per acre.</li> <li>If zoned for multi-family, does that mean they can build at any density? Can we zone just for townhouse density?</li> <li>Is it the City's desire to have multi-family due to desire for more tax revenue?</li> <li>Don't receive zoning notices if live more than 300 feet from the edge of the proposal.</li> <li>Can't read zoning case numbers on small signs from moving cars.</li> <li>Stand at Prosperity Church at Ridge; don't want to see apartments in all sections.</li> <li>Want no multi-family in this quadrant.</li> <li>Apartments above retail is okay; Townhouses are okay.</li> <li>Issue is owner occupancy more than multi-family style.</li> </ul>	<ul style="list-style-type: none"> <li>Land use in Village has "ability to be single family," want to say it "will" be single family.</li> <li>Ridge Apartment complex: saw 60 kids on school bus.</li> <li>What happens if we leave high density housing out of the plan entirely? Won't have the shopping/restaurants unless have enough people to support them.</li> <li>Concerned by multi-family: will intensify traffic congestion.</li> <li>Need to find right mix/balance of residential and retail; Do not want big box stores.</li> <li>Concern with apartments? townhouses? condominiums?</li> <li>Understand need for people to support businesses, but having lots of folks here is a nightmare.</li> <li>A new grocery store will just kill off an existing one, leaving an empty big box.</li> <li>Infrastructure concerns: Some communities have to handle their own trash. New streets now required to be to public street standards. Changes to City code to alter trash pick-up requirements.</li> <li>Make sure we maintain control over big box stores: No Home Depot/Walmart. Birkdale has some smaller anchor stores.</li> </ul>	<ul style="list-style-type: none"> <li>Does Zoning/Plan change over time? Sometimes developers come in and ask to change.</li> <li>What is driving changes to the prior plan?</li> <li>Most people want land developed as single family? Can we have just detached houses and a village like Birkdale?</li> <li>Townhomes are reasonable, apartments not so much.</li> <li>Can we write an ordinance to limit density?</li> <li>Need to get right mix of uses in what is now vacant land.</li> <li>How do we get 22 units per acre dropped, get heights limited?</li> <li>Might we get three huge apartment complexes if they so chose?</li> <li>Two parcels is all it would take to build a village center?</li> <li>Does Dilworth have apartments?</li> <li>We think apartments will decrease/not increase property values in surrounding neighborhoods.</li> <li>Want nice restaurants, but not fast food.</li> <li>High density multi-family is not in anyone's best interest.</li> <li>Who is running the show? Being built in bits and pieces; can change 10 years later.</li> <li>Don't want more multi-family; enough here now.</li> <li>Day care, Library, internet store.</li> </ul>	<ul style="list-style-type: none"> <li>If mobile home community is zoned R-4, how might it finally be developed?</li> <li>Prosperity Ridge single family section is about 5 to 6 units per acre.</li> <li>Prosperity north of Ridge Road across from Harris Teeter Center is shown on the adopted land use plans as residential use at up to 8 units per acre.</li> <li>Prefer townhouses to multi-family; people own their own townhouses.</li> <li>How many acres of existing townhouse approvals?</li> <li>Don't consider Strip Centers to be an acceptable element of a Village.</li> <li>No multifamily; want quality similar to existing neighborhoods; schools over capacity already.</li> <li>Too many apartments; not enough salary based retail.</li> <li>Want sit down restaurants; too much pizza and fast food now.</li> <li>The retail is getting lost on the map in the multi-family.</li> <li>Don't want to see retail overbuilt to the point that there are lots of closures/vacancies.</li> <li>Understand the need for townhouses close by to support retail.</li> <li>Retail area has to sustain itself; but not necessary to have a big movie theater.</li> <li>Plans already in place for 300 or more in townhouses; lots of people for the area not yet developed.</li> <li>How rabid is the market right now? Are developers chomping at the bit?</li> <li>Areas zoned MX seem to be going toward apartments and convenience stores.</li> <li>Mobile home park now zoned for 4 units per acre; draft plan shows 22 units per acre.</li> <li>Townhouses sell badly; don't want; become renter occupied, bring area values down.</li> <li>The more I think about it, the Publix may be a good idea.</li> <li>Need investment opportunities.</li> <li>Do developers think that they will fill all that new retail? We have vacancies now.</li> <li>Adding apartments does little to attract shoppers and neighbors to the center.</li> </ul>	<ul style="list-style-type: none"> <li>Where will we see the Birkdale type uses where people will want to be?</li> <li>What does multi-family bring to the area? Traffic and schools? Mallard Creek is a new school already using trailers.</li> <li>Put in the Public; wife will be happy; patronized them in prior city/neighborhood.</li> <li>How well thought out are uses? Hidden Valley was once a nice new place.</li> <li>Know we are growing; can't not have any multi-family, but keep at a reasonable level.</li> <li>Existing undeveloped land is likely to be built out as something.</li> <li>The challenges to this plan have ground development activity to a halt; the confusion is running potential buyers and retailers away; they are gun-shy of the uproar.</li> <li>Changes to road names at the last minute blindsided developers who had been working in good faith with names decided long ago. Cannot work on quicksand.</li> <li>Zoning meeting in July for rezoning of 39 acres for grocery store and apartments: takes a big bite out of this potential village.</li> <li>The apartments are what have everyone up in arms.</li> <li>There is fear that yet another grocery store will kill off one, and lead to a dead big box to deal with.</li> <li>Do we need a grocery store? Do we need anchors of some sort?</li> <li>If a new grocery store drives out the competition, so be it.</li> <li>Multi-family in the mix like Birkdale does it? Don't have problem with that.</li> <li>The current proposed rezoning takes up the big piece where could get the "Birkdale."</li> <li>Can we require/build/have good restaurants? Who does that?</li> <li>Can't just do small shops; need an anchor/driver to support them.</li> <li>P.F. Chang won't come out by itself on an island.</li> <li>If a business goes out from competition, it will create an opportunity for more new upscale development: possibly tear-down and new construction. Sites here are valuable.</li> <li>Isn't the existing population enough to draw upscale retail/restaurants?</li> <li>Retail anchors and/or multi-family as driver to the rest of the development: Anchor must come first.</li> </ul>	<ul style="list-style-type: none"> <li>Lots of land up for sale, which may conflict with the plan. Can we have a moratorium?</li> <li>Have zoning proposals moving through on own rezoning process; July 21.</li> <li>Has current rezoning developer changed their plan? Community plans to be there. Can they/will they defer until plan is finalized?</li> <li>Don't want more multi-family in there.</li> <li>No continuity to create that village: Birkdale created from an empty slate.</li> <li>Separate property ownership has no incentive for owners to build in connections and continuity.</li> <li>This is harder than Birkdale to do: Working on how to deal with getting continuity from site to site.</li> <li>Hard to see the flow; rather have single family detached.</li> <li>Listen to the people who live here: want retail, not more residential.</li> <li>Want upscale retail, but not up to street; not appealing.</li> <li>No multi-family; leave room for retail.</li> <li>Do not want to become typical I-485 destination for strip and automobile retail.</li> <li>Site on Ridge Road is perfect for where a developer is proposing retail uses; Do not need more multi-family.</li> <li>Need luxury neighborhoods possibly gated.</li> <li>Need luxury condominiums: multi-family but not rental.</li> <li>What kind of retail will we get? Got to be careful with that.</li> </ul>
Character	<ul style="list-style-type: none"> <li>The vision in plan is for mixed use; will we champion that or allow for fragmented development?</li> <li>No more than 3 to 4 stories; Like the new apartments.</li> <li>Where and how are we getting the Birkdale type elements?</li> <li>Need a way to control the look; not allow a hodgepodge.</li> <li>Highland Creek is high amenity location; like to see that level of quality in the Village.</li> <li>Want to stay in neighborhood and downsize, but have amenities: want a flat with elevator access similar to Metropolitan or Raticliffe.</li> </ul>	<ul style="list-style-type: none"> <li>Control height of buildings: two-story limit?</li> <li>City can control height limits; can control character in some ways.</li> <li>Some recent townhouses are stripped down from details on earlier townhouses.</li> <li>Rents have to be high; can't control rents or prices; but can control character.</li> <li>As example of good village design, look at Afton Village at Exit 54.</li> <li>Can we require developers to provide amenities?</li> <li>Question about present rezoning proposal: How is it like a Village? Not connected; their green space feels like the apartments' private backyard.</li> <li>Plan has been presented as cute village, but what is happening is not what was shown in 1999; apartments instead of cute coffee shops.</li> <li>Challenge now is to figure out how the village development gets done with lots of separate owners; Birkdale had one owner/developer.</li> </ul>	<ul style="list-style-type: none"> <li>Want to see hanging baskets, brick, windows along the street.</li> <li>Music in park/school music programs</li> <li>Not allow big parking lots to dominate the center of the village.</li> <li>201 Central center is covered with cars; not walkable or attractive.</li> <li>Don't want to have to hold kids' hands for safety.</li> <li>Development with structured parking rather than strip center with parking out front.</li> <li>Design policies are very loose and vague.</li> <li>Want to see high end development.</li> <li>Want to be able to ride bike into town.</li> <li>Why not draw something that shows requirements, other than land use plots.</li> <li>At interchange location can expect to see push for fast food and gas stations; can we ask for design restrictions, signage limits, etc.?</li> <li>Who controls/decides what is developed?</li> <li>Have to watch City Council and zoning matters and monitor proposals.</li> </ul>	<ul style="list-style-type: none"> <li>Show the area where a Birkdale type village is to be.</li> <li>Pedestrian Access: Want to be able to walk or bike to it.</li> <li>Want the place to feel like a community.</li> <li>Don't like Concord Mills and its wide roads and strip development; don't want that here.</li> <li>If we have to have townhouses, want higher value, for professionals working Uptown.</li> <li>Area has other challenges: Wallace Farm and its continuing smells; a golf course near to bankruptcy.</li> <li>Did not ever understand that the Village would be what is being proposed now.</li> <li>Control price point of the townhouses to support luxury type retail.</li> <li>Liked the original village concept; it is now turning into a hodge-podge of strip centers and apartments.</li> <li>Look at existing values in neighborhood: Professionals live here; after hours want use for them; Blakeney got it right; here getting remnants and how much can squeeze in.</li> <li>Retail developed here now is schlocky; want better.</li> <li>Development should be family oriented; geared to young families.</li> <li>Prosperity area has same demographics as Ballantyne and South Park; want the same level of quality; they do not have multi-family there.</li> </ul>	<ul style="list-style-type: none"> <li>Ten years ago, envisioned growth similar to South Side.</li> <li>Our community is "active adults," but there are no good eateries.</li> <li>Lots of rumors going around about multi-family, and how they will make area a slum, I think not.</li> <li>Want place to walk around and enjoy; places where people will spend money; not just more places to live.</li> <li>Existing retail offerings are poor; no place to go with family for lunch, walk, small shops, etc.; hoping that this plan can get that for area.</li> <li>The challenge is that everyone wants the village, but the stuff coming in is not like the village vision.</li> <li>We are driving toward a thriving community.</li> <li>Can only have one plan: at some point have to bite bullet and some may not like it.</li> <li>Charlotte is growing; sometimes dense is good; type and design matters.</li> <li>Who will come here and invest if we are still fighting over the area plan?</li> <li>Preponderance of strip stores: Have too many; our small shops are not that nice.</li> <li>Don't even notice the multi-family at Birkdale; just enjoy the shops.</li> </ul>	<ul style="list-style-type: none"> <li>Will this become just a typical I-485 interchange instead of something special?</li> <li>How are we going to walk to these places?</li> <li>Want walking areas/more cohesive.</li> <li>Regional distinctions: Concord Mills is #1 tourist attraction; Highland Creek is largest unique residential area; add to that a unique interchange.</li> <li>Miss trees and don't care for stores up to street edge; prefer suburban setbacks.</li> <li>It is okay for this to be different: a residential exit on the freeway.</li> <li>At interchange we are trying to create a pedestrian area: is that possible?</li> <li>Knew I-485 was coming when moved here.</li> <li>Get village feel as best we can; but not multi-family.</li> <li>Bought into the Village idea with coffee shops, and will support that, but apartments only add non-property owners.</li> <li>Reston Town Center in Virginia does have multi-family; Don't see retail, but see the nice trees. Need a good balance to make it work. Walk/bike anywhere.</li> <li>Most of village is to north of freeway, not to the south. How about two smaller villages?</li> </ul>

# Community Dialog: Homework images...



Skyland Town Center

Pedestrian-centered streets



Special event green space

The Green

Apartments above retail



Public areas built to blend in to natural areas (such as Coligny Beach plaza in Hilton Head)

I love the green space incorporated into mixed use building areas such as The Green in uptown. We are often uptown for shows and we use that green space to play, relax and dine. It is great that there are good restaurants on The Green. If the green space could function as a special events location, it would naturally draw more people (especially families) to spend money in the retail establishments. Free things to do are great, such as the events at Birkose Village and the sprayground/patio/playground at Bikeney shopping center. I think if the concept behind Shoppes at University Place were at Prosperity Village then it would thrive. Specifically the playground, amphitheater, bridges and boardwalk. It is a shame such a great development idea was ruined by unsavory characters.



## Baxter Village, Fort Mill SC



Variety of building styles and heights gives "grown over time feel"



Local pub has roof top dining



## Glenwood Park Atlanta multifamily living



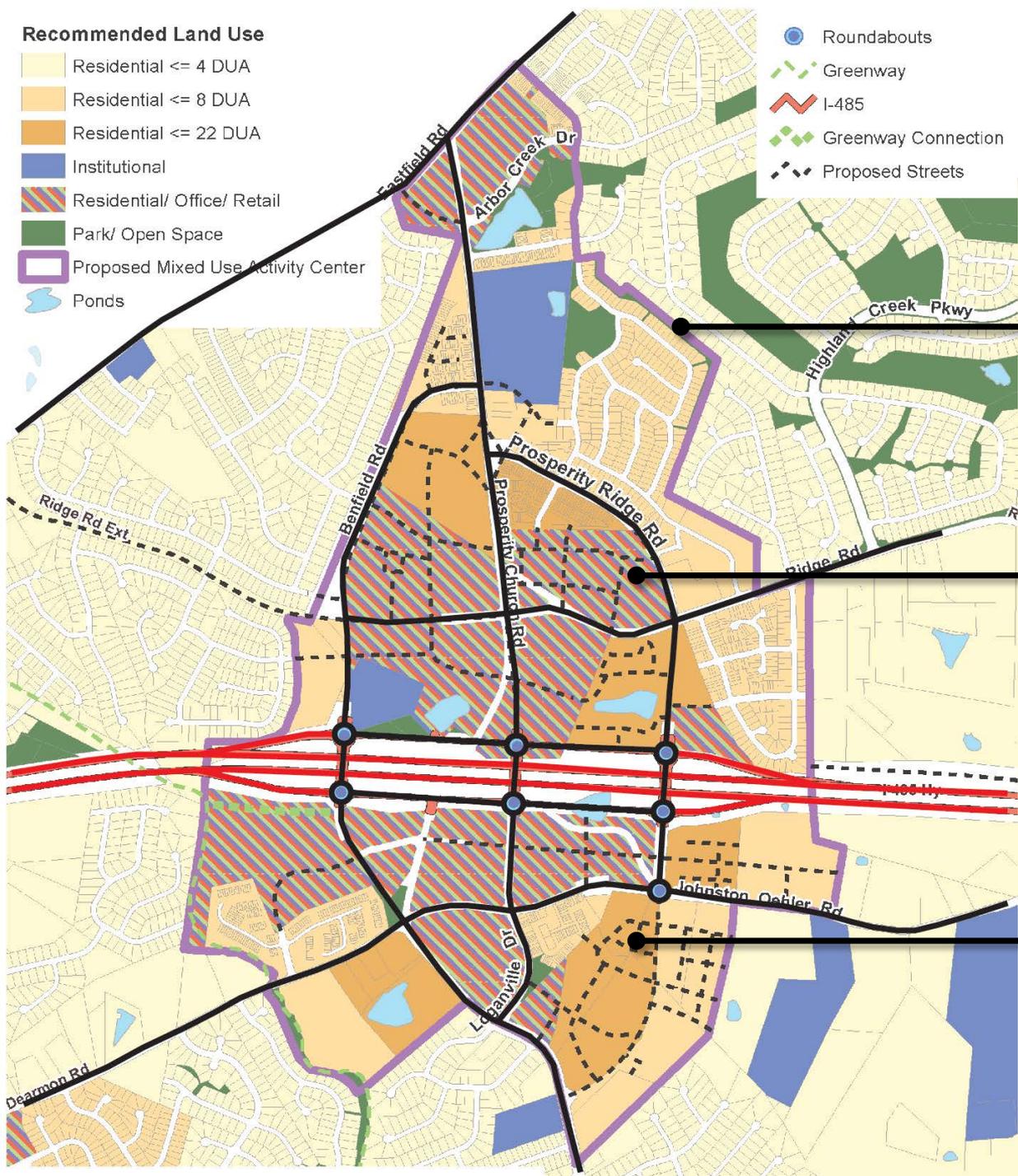


# Draft Plan: Highlights

## Recommended Land Use

-  Residential <= 4 DUA
-  Residential <= 8 DUA
-  Residential <= 22 DUA
-  Institutional
-  Residential/ Office/ Retail
-  Park/ Open Space
-  Proposed Mixed Use Activity Center
-  Ponds

-  Roundabouts
-  Greenway
-  I-485
-  Greenway Connection
-  Proposed Streets



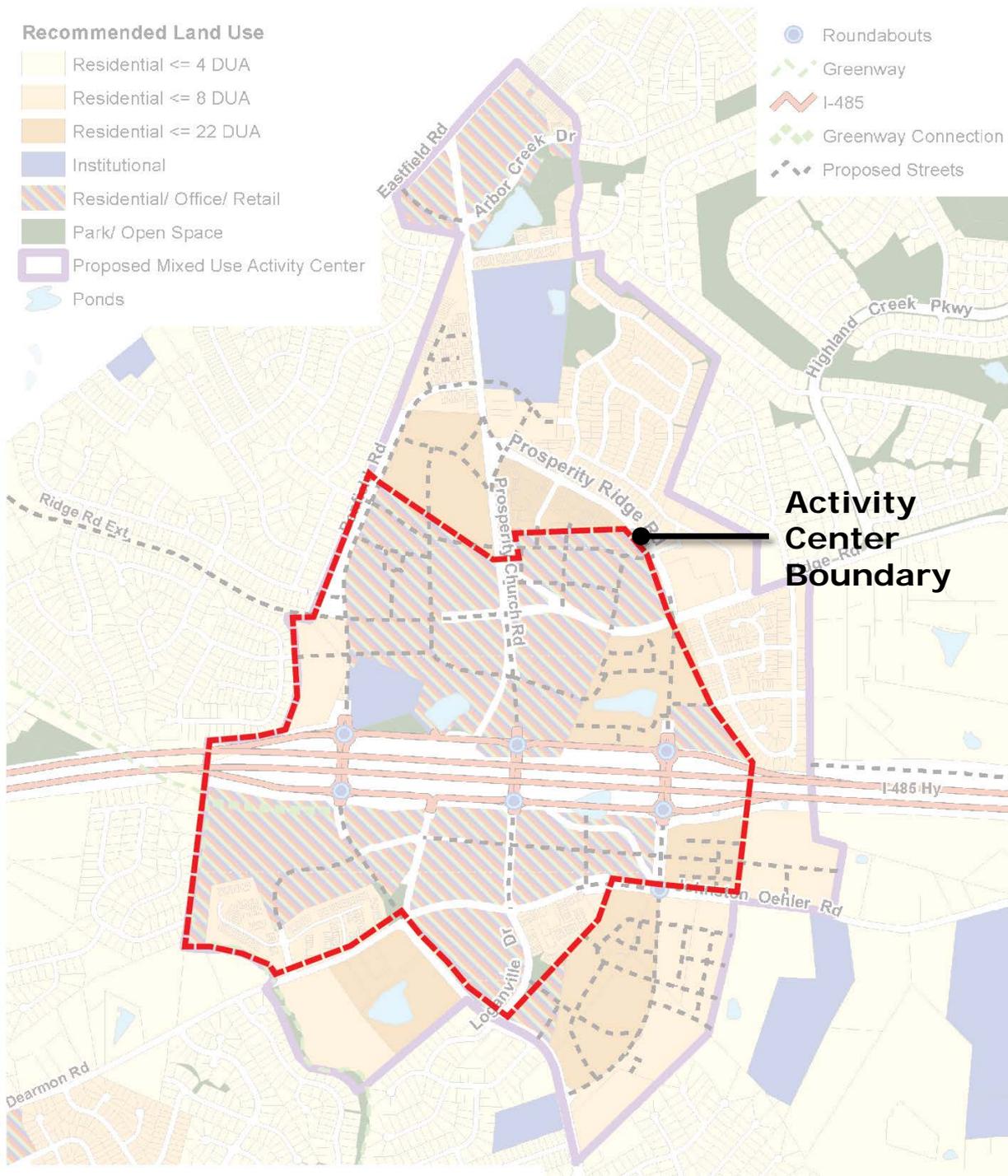
**Activity Center Boundary**

**Multi Use Development**

- Retail
- Office
- Residential (apartments/townhomes)

**Moderate Density Residential**  
(apartments/townhomes)

# Draft Plan: Refinements



## 1. Refocus on Interchange

- Smaller area
- Tied to new roads

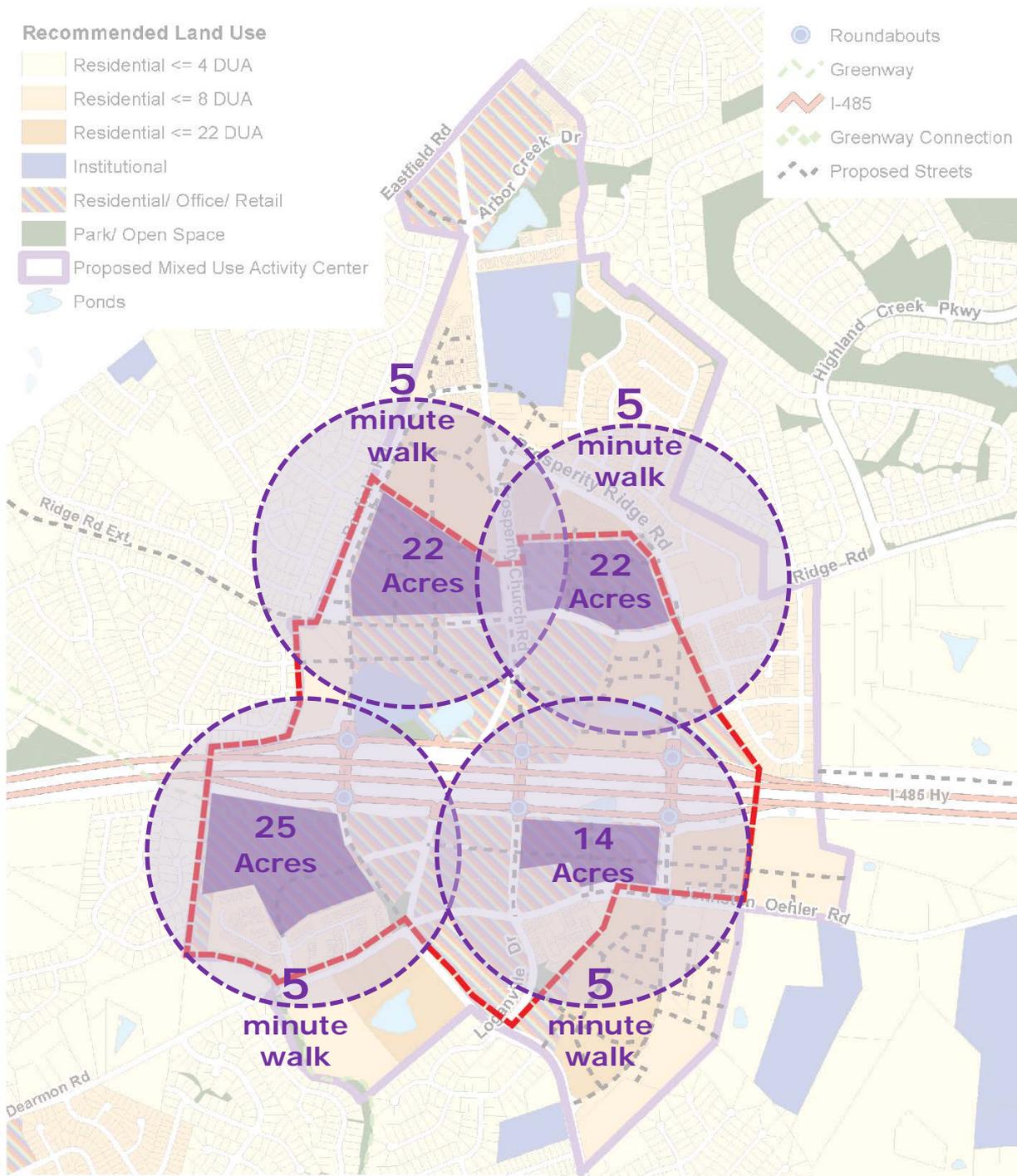
## 2. What's Outside the Center

- Single family homes
- Townhomes in select locations
- Institutional

## 3. What's Inside the Center

- Retail, office, institutional
- Parks & Open Space
- Apartments & townhomes (limited to select locations, with integrated design, community amenities, designed to support vibrant & walkable retail)

# Draft Plan: Refinements



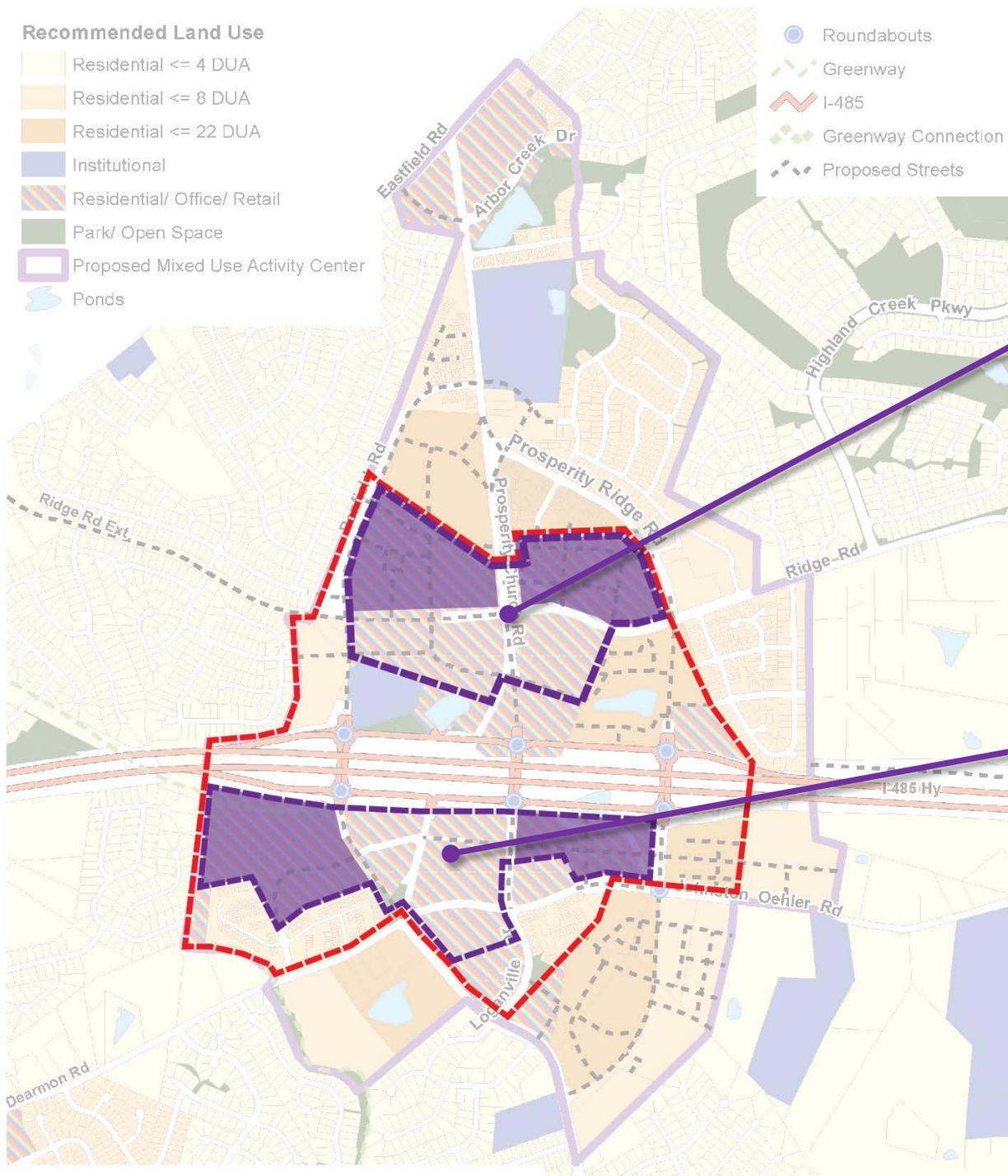
## Where is the “Town Center”?

- Walkable, pedestrian-oriented
- Community gathering spaces
- Retail/restaurants
- Office
- Residential
- Institutional

## Comparable:

- Birkdale Village  
**48 acres**
- Phillips Place  
**35 acres**
- Downtown Davidson  
**35 acres**

# Draft Plan: Refinements



## “Core Areas”

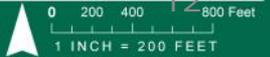
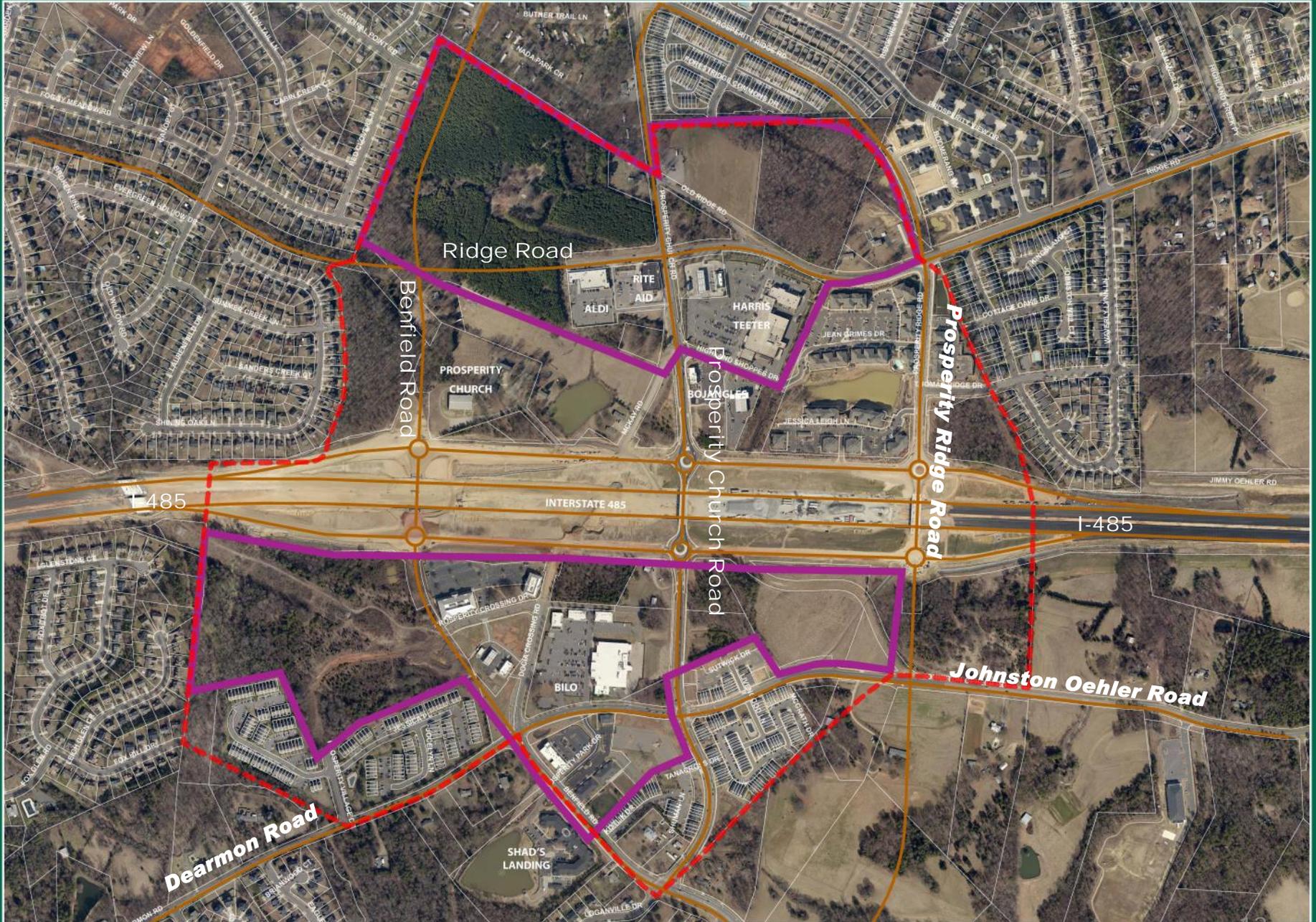
### North

- the **heart** of the Activity Center
- variety of uses, emphasis on **retail**.
- will **establish** a sense of place for the community & provide spaces for gathering.

### South

- A **core part** of the Activity Center
- variety of uses, emphasis on **employment**.
- will **strengthen** a sense of place for the community & promote walking

# PROSPERITY HUCKS ACTIVITY CENTER



# Kit of Parts: Land Use & Design



**Mixed Use  
Residential over Commercial**



**Open Space  
Central Community Park**



**Residential  
Apartment, street edge**



**Residential  
Townhome**



**Office  
Medium Office (2-4 story)**



**Retail  
Multi-tenant at street edge**





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# Questions to be Answered

1. What design characteristics do we want to encourage?
2. What is the form of retail/office/commercial we want?
3. Where is the place for multi-family?
4. What type of open space do we want?

# Small Group Work Sessions

**Part 1: Group Discussion**  
30-45 Minutes

**Part 2: Group Report Out**  
30 Minutes

## Ground Rules:

- Everyone gets a chance to speak
- Use the “kit of parts” to answer questions & define your plan
- Select a spokesperson to report out