



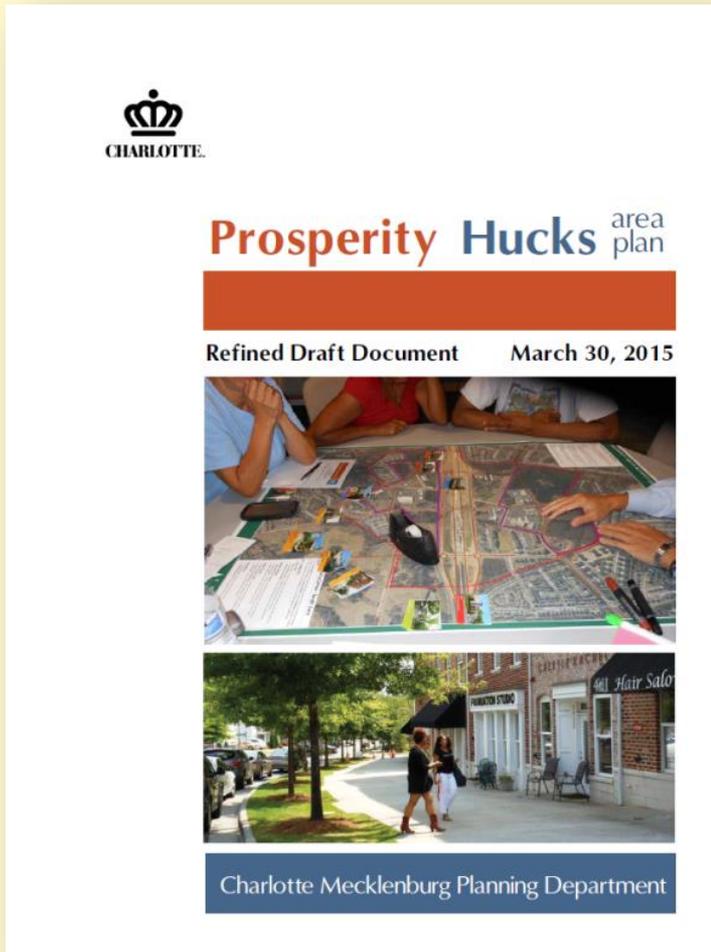
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Prosperity Hucks Area Plan

Planning Committee Public Comment

May 19, 2015

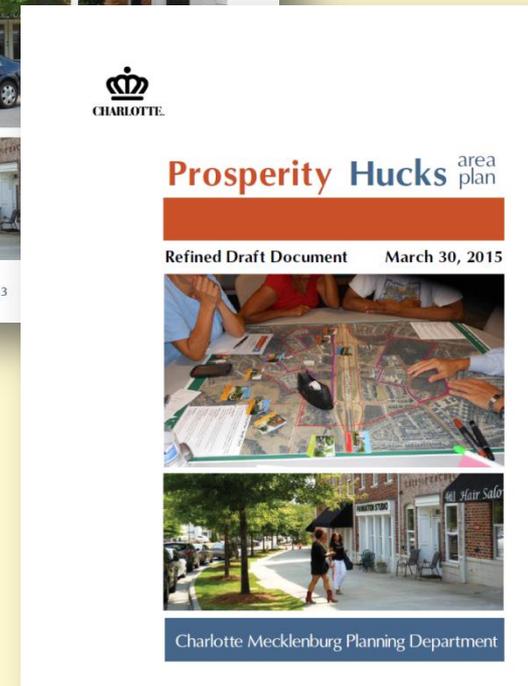
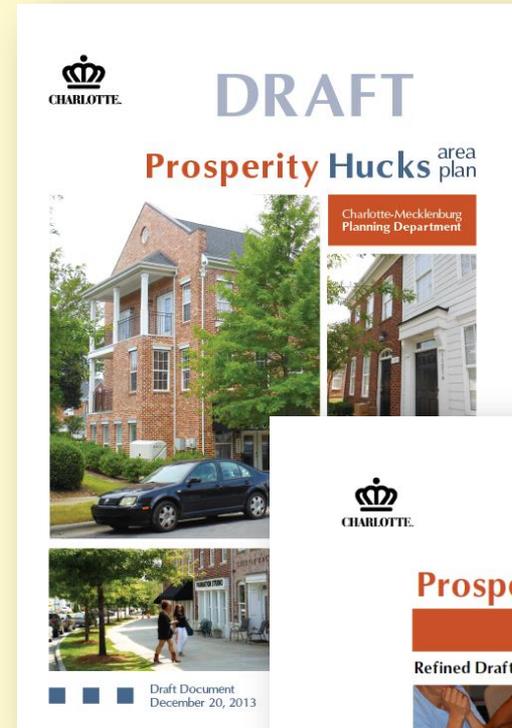
Presentation Outline



1. Background and Location
2. Community Dialog Process
3. Activity Center Recommendations
4. Wedge Recommendations
5. Next Steps

Process Background

- Began public process to develop the plan in November 2012. Draft Plan completed in December 2013.
- Planning Committee recommended adoption of the Draft Plan in January 2014.
- Just prior to City Council public comment, significant concerns arose in community:
 - **Extent of multi-family development**
 - **Location and type of retail uses**
 - **Level of detail in design guidance**
 - **Provision of open space**
- Staff undertook an intensive Community Dialog process during the Spring and Summer 2014 to address concerns.
- New **“Refined Draft”** Plan addresses community concerns; provides greater detail in recommendations and design standards.



Location & Policy Context

Policy Plans

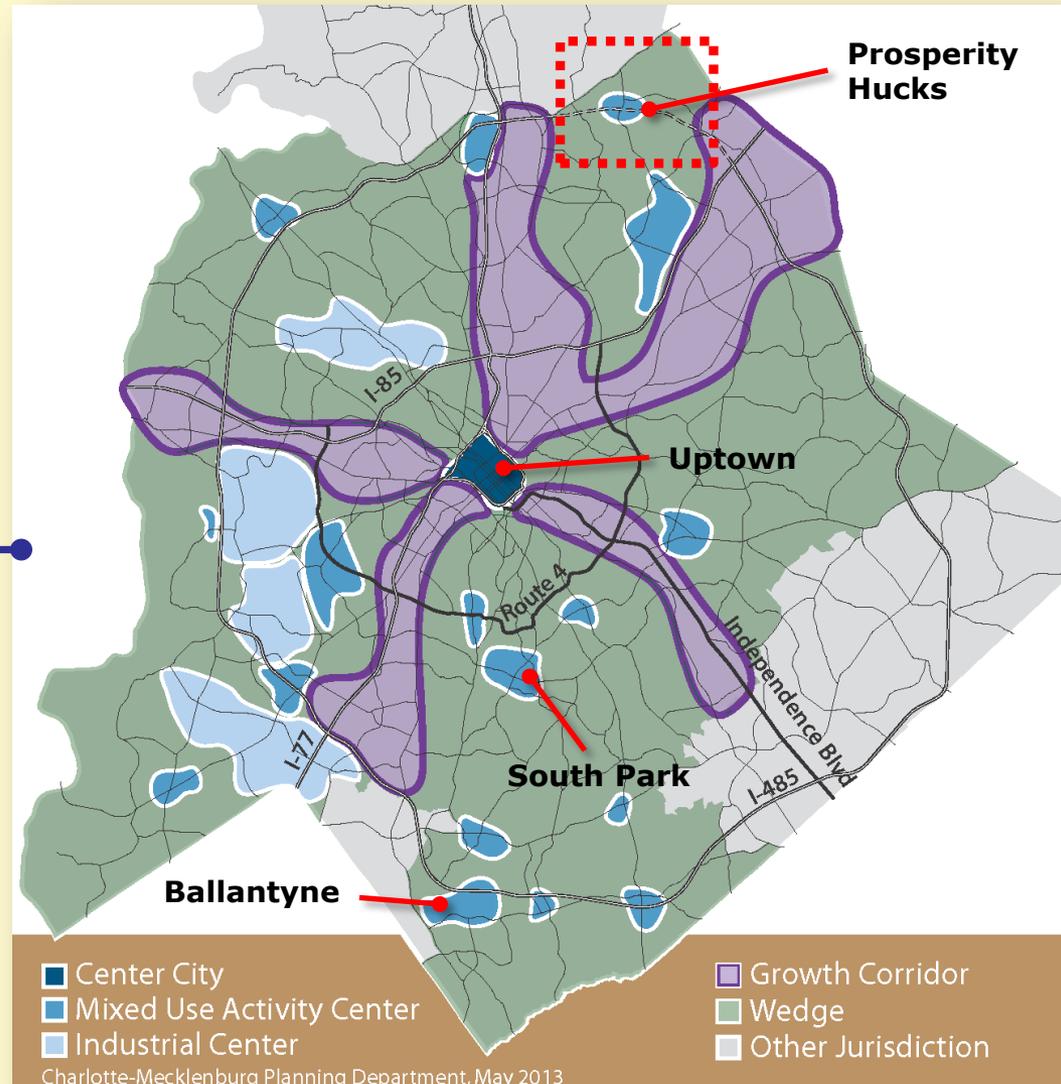
Centers, Corridors & Wedges
Growth Framework

General Development Policies
Guidance on Community Design

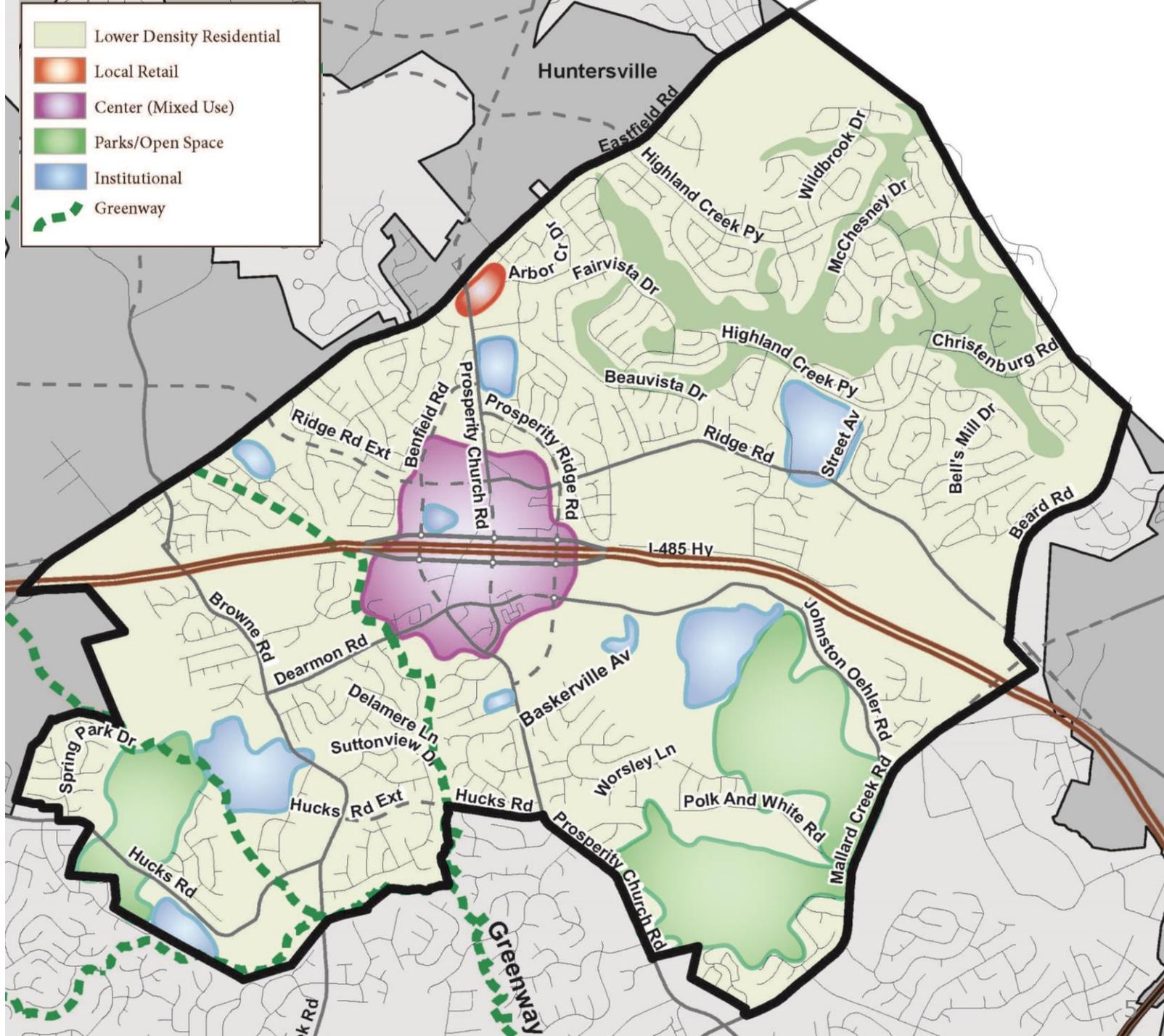
Area Plans
Parcel specific Future Land Use

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 Area



Transportation Plan



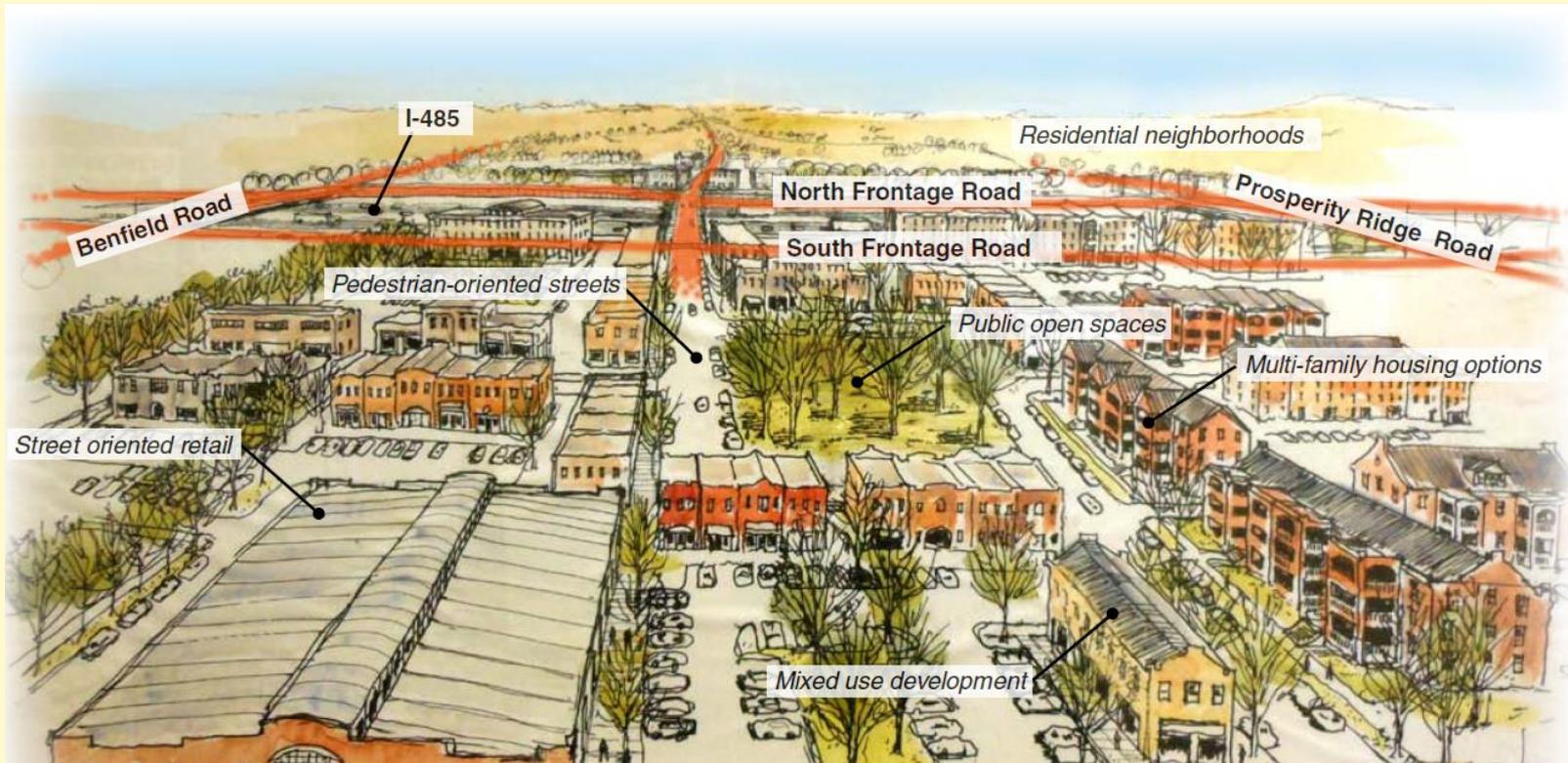
Major Street Network

(parts still under construction)

- Envisioned in the 1999 Villages Plan
- I-485 Interchange
- Relocated Prosperity Church Road
- Benfield Road
- Prosperity Ridge Road
- Ridge Road
- Johnston Oehler Road

Vision for the Activity Center

Activity Center will be a community serving Mixed Use place complementing and enhancing the surrounding neighborhoods; with a rich variety of retail, office, entertainment and residential uses in a well-designed and appropriately scaled form.



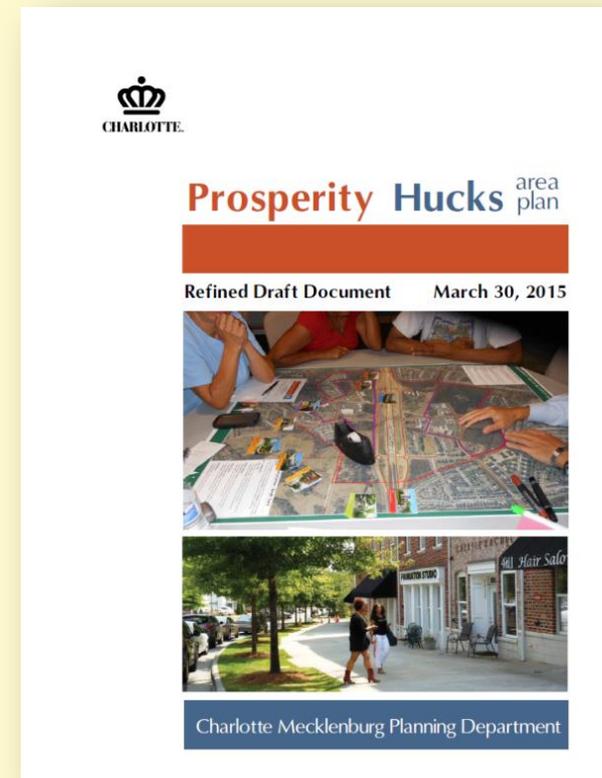
The vision for Prosperity Hucks is centered on a walkable Activity Center that supports the surrounding neighborhoods.

2014

- March 27 – Meeting at Oehler Barn
- May 13 – Core Group meeting
- May 21 – Core Group meeting
- June 11-12 – Small Group Discussions
(6 meetings in small groups, 70 participants)
- Aug 5 – Core Group meeting
- Aug 20 – Core Group meeting
- Sept 3 – Core Group meeting
- Sept 16-17 – Small Group Work Sessions
(14 table groups, 70 participants)
- Sept 23 – Public Summary Review
(80 participants)

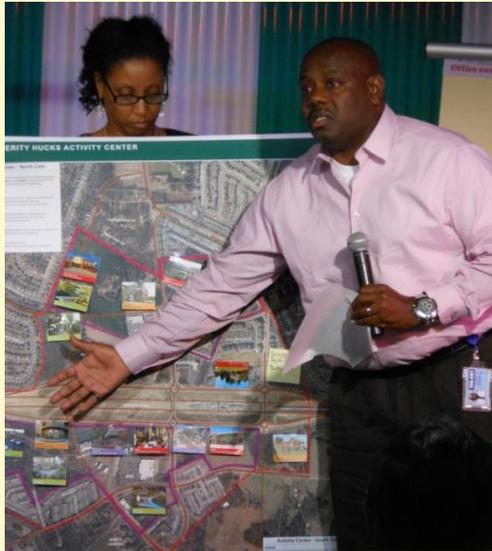
2015

- April 15 – Refined Plan Public Meeting
(100 participants)



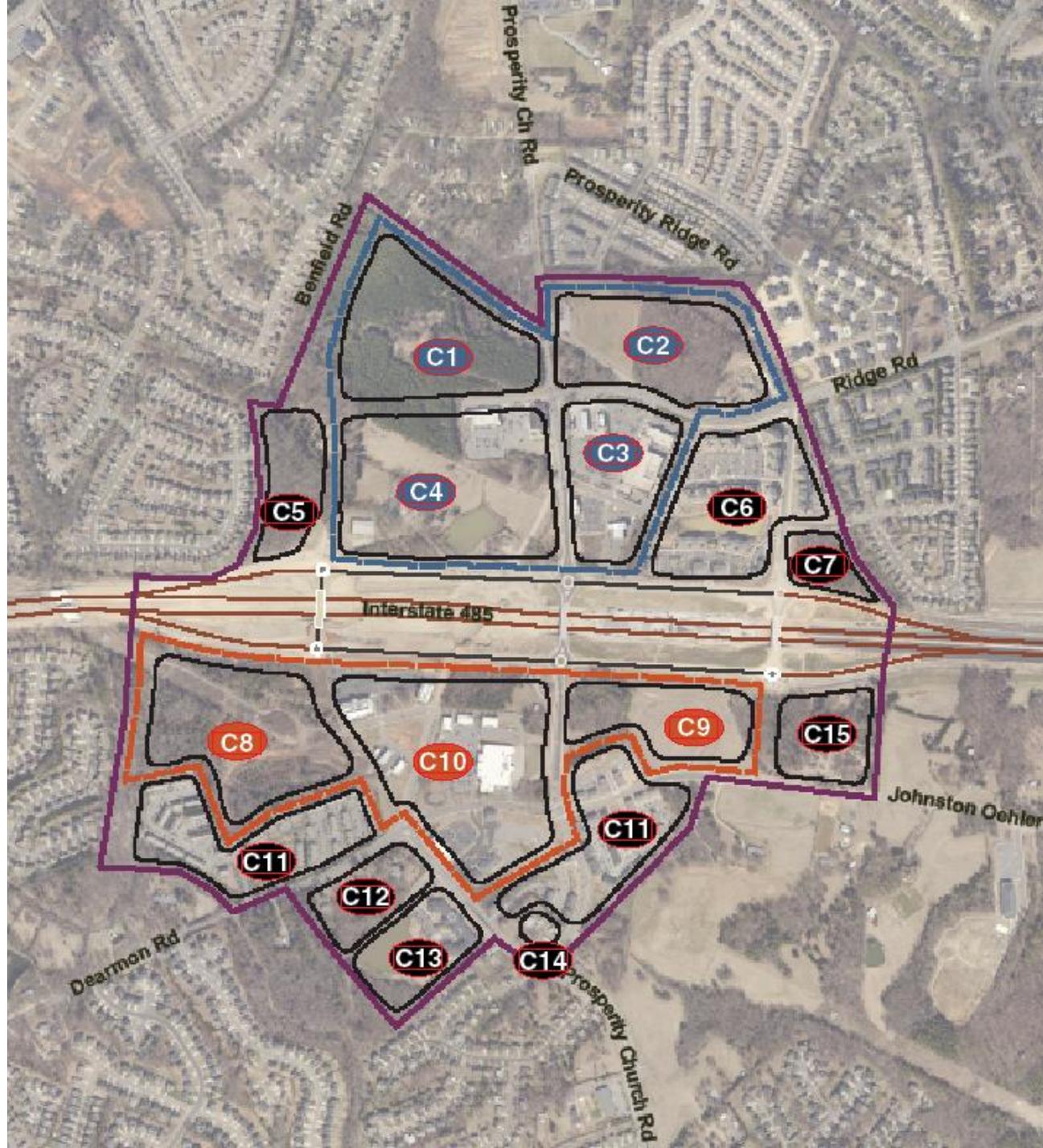
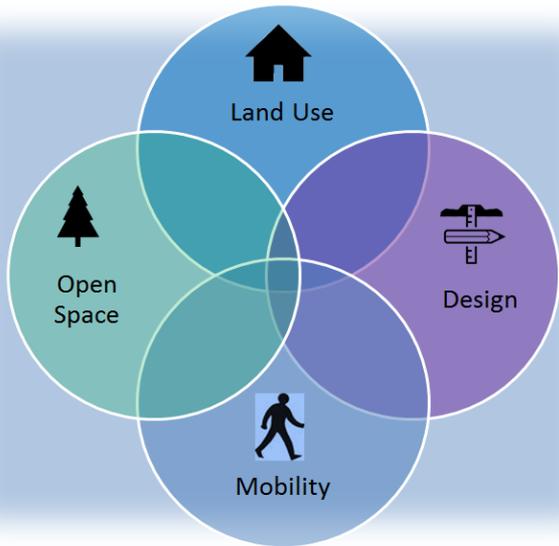
Community Dialog

14 Teams... 70+ participants

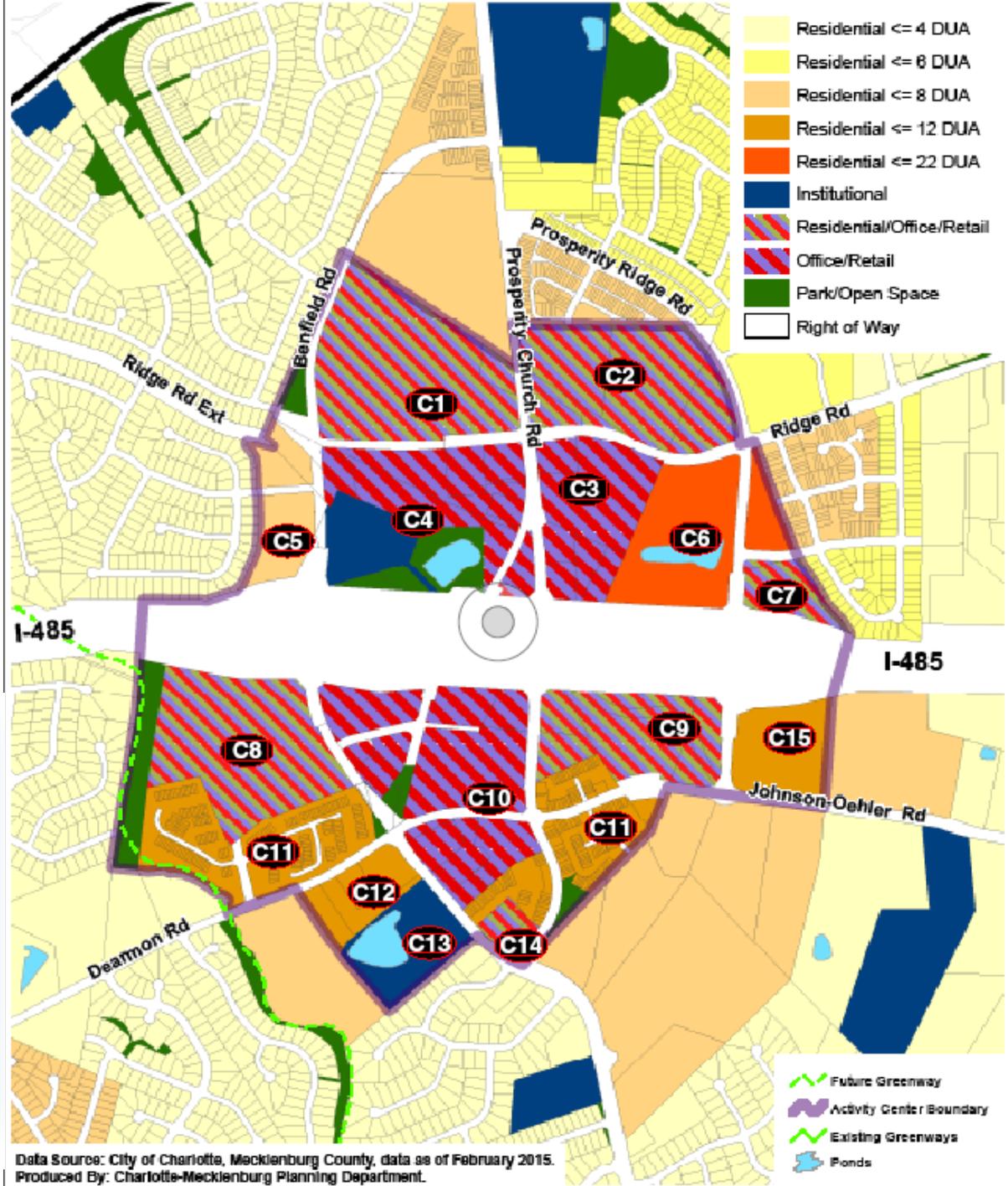
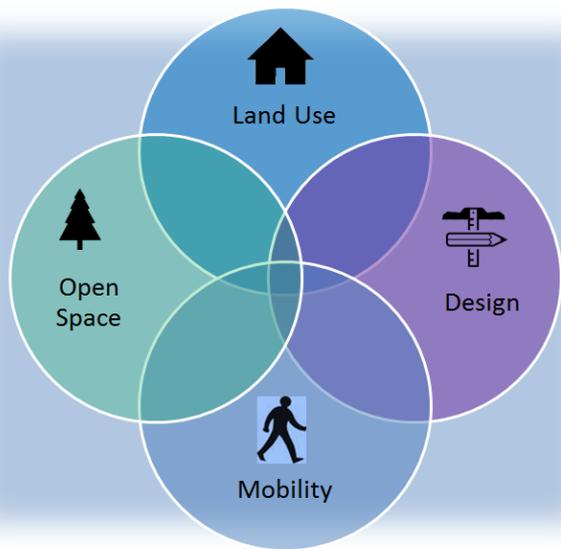


Activity Center Policy Areas

- 15 Policy Areas
- Specific Policy Guidance
- Greater detail



Activity Center Recommended Land Use

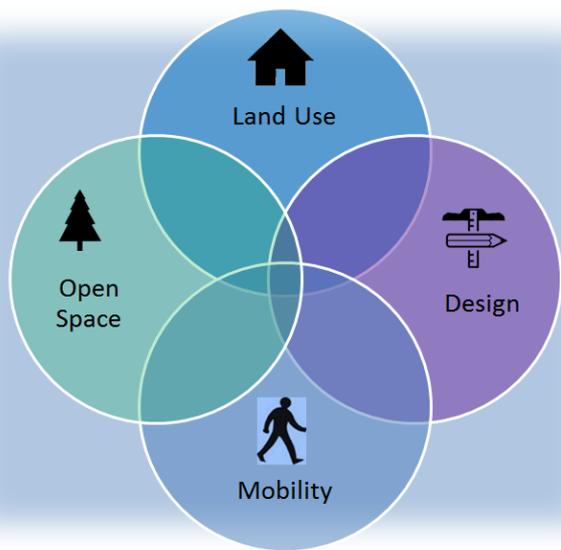
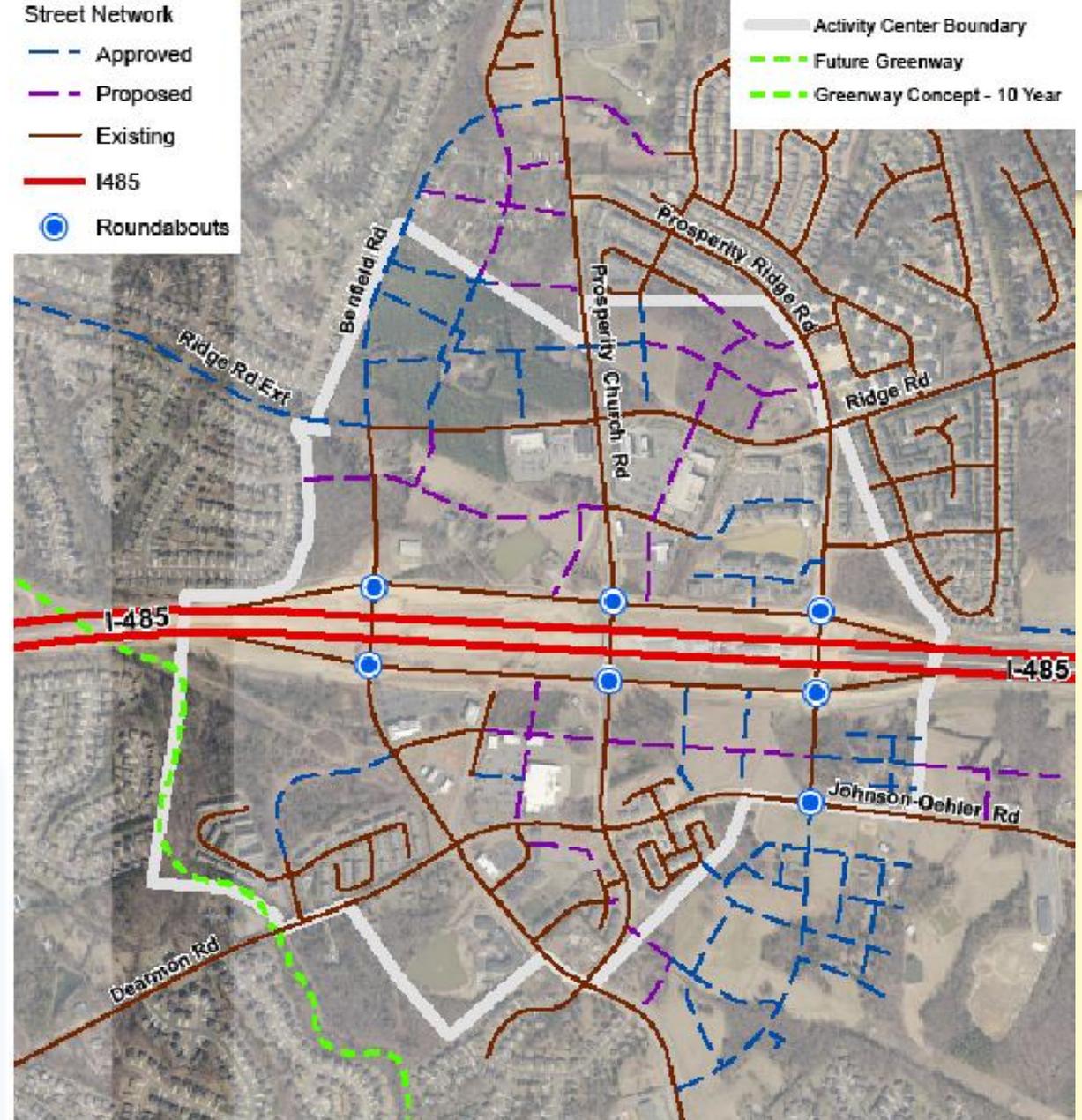


Data Source: City of Charlotte, Mecklenburg County, data as of February 2015.
 Produced By: Charlotte-Mecklenburg Planning Department.

Activity Center Street Network

- Street Network**
- Approved
 - Proposed
 - Existing
 - I485
 - Roundabouts

- Activity Center Boundary
- Future Greenway
- Greenway Concept - 10 Year



Note: Proposed streets on this map are based on existing street stub locations, approved conditional zoning plans and in general a 500-foot block spacing. However, more streets and connections should be provided than shown using a spacing of 300-400 foot block. These higher standards should be used wherever possible in the Activity Center.

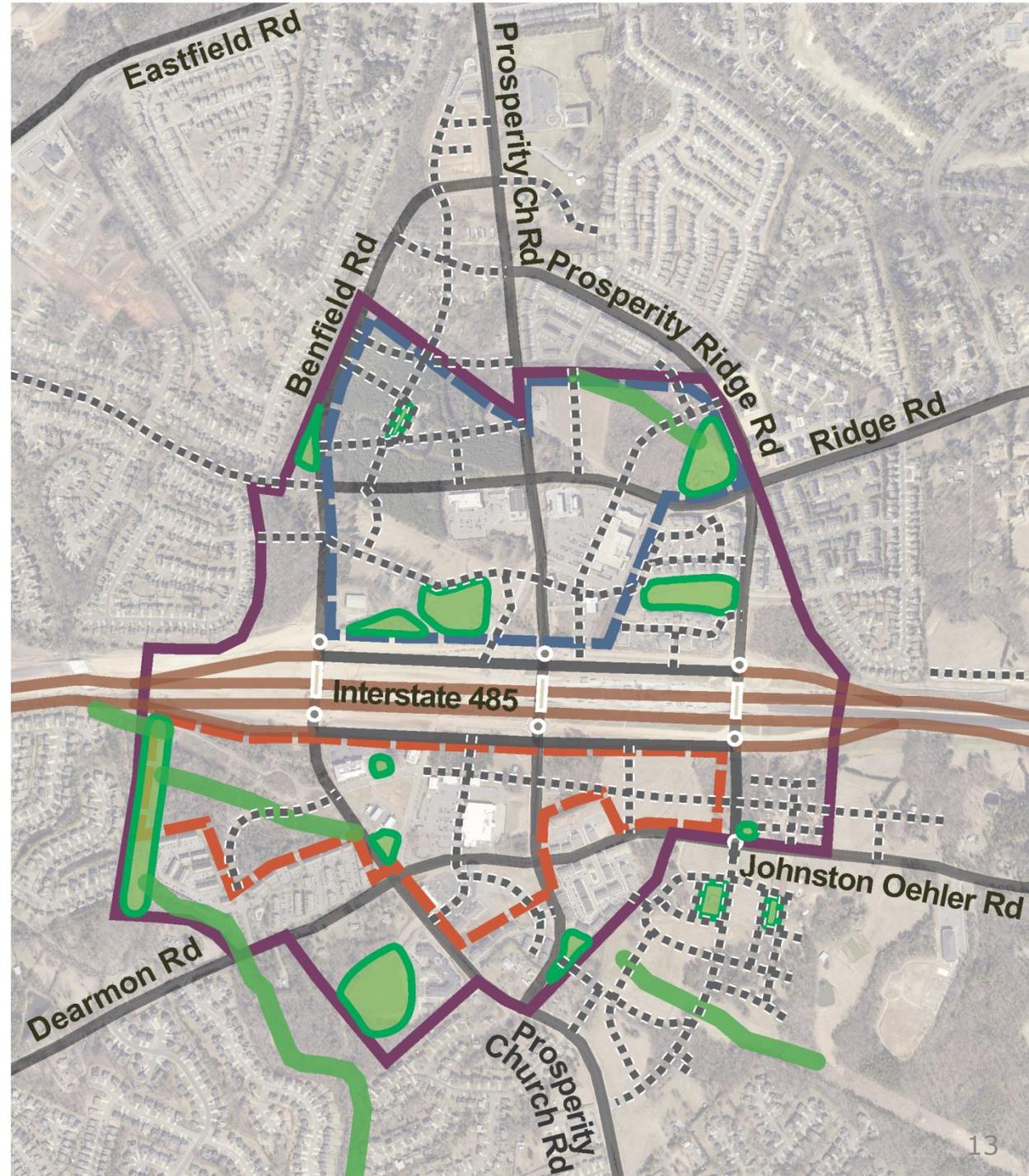
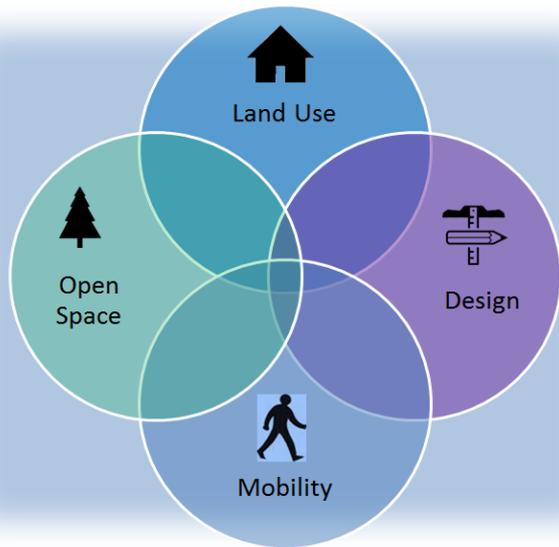
Data Source: City of Charlotte, Mecklenburg County, data as of March 2015.
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Activity Center Open Space Framework

Map shows elements of a possible network:

- Existing open space,
- Approved site plan elements,
- Sensitive locations in Activity Center.

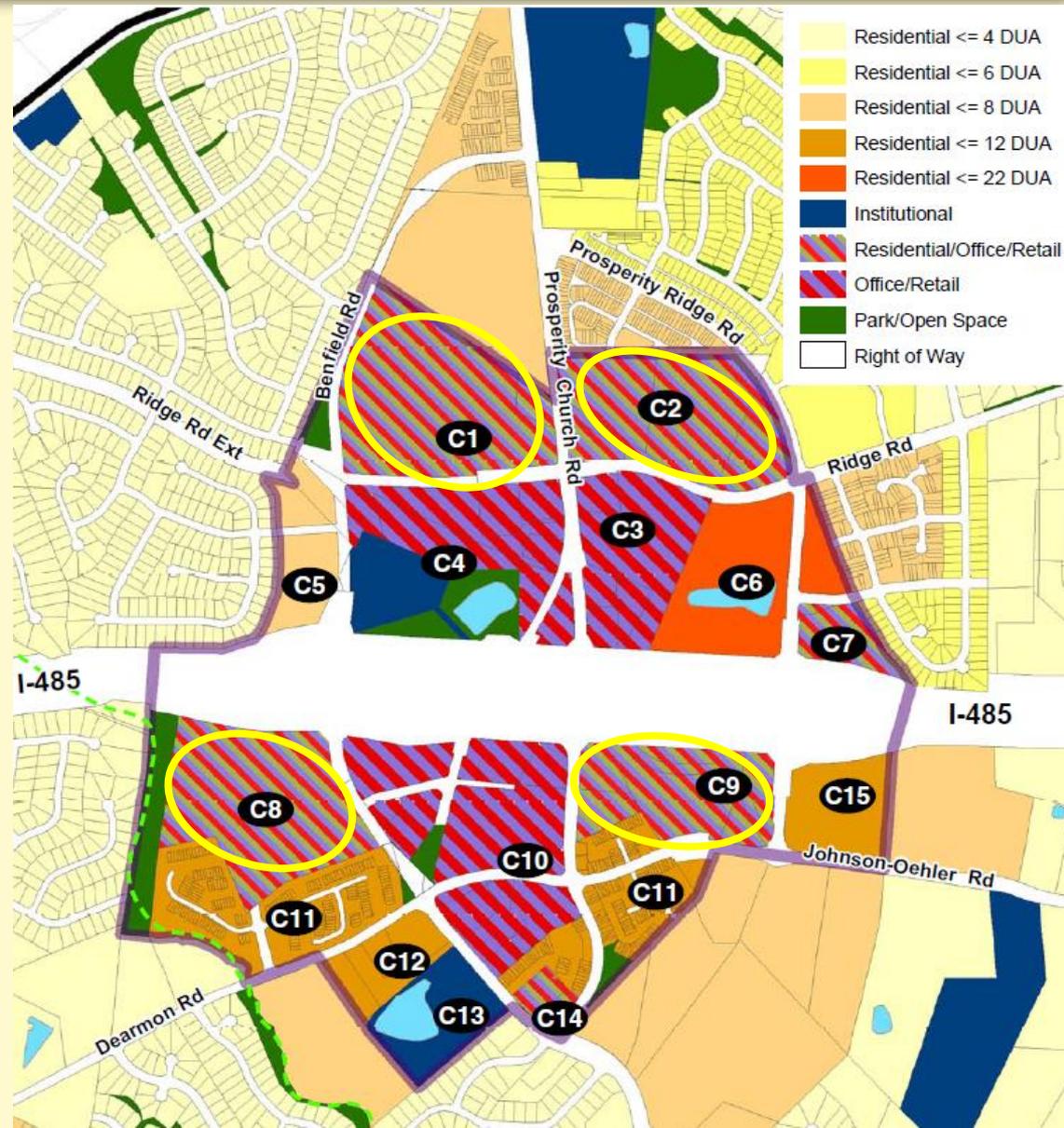
Map does not show all open space that could result through private development: an expectation of all development in Activity Center.



Policy Areas C1, C2, C8, C9

Large undeveloped sites

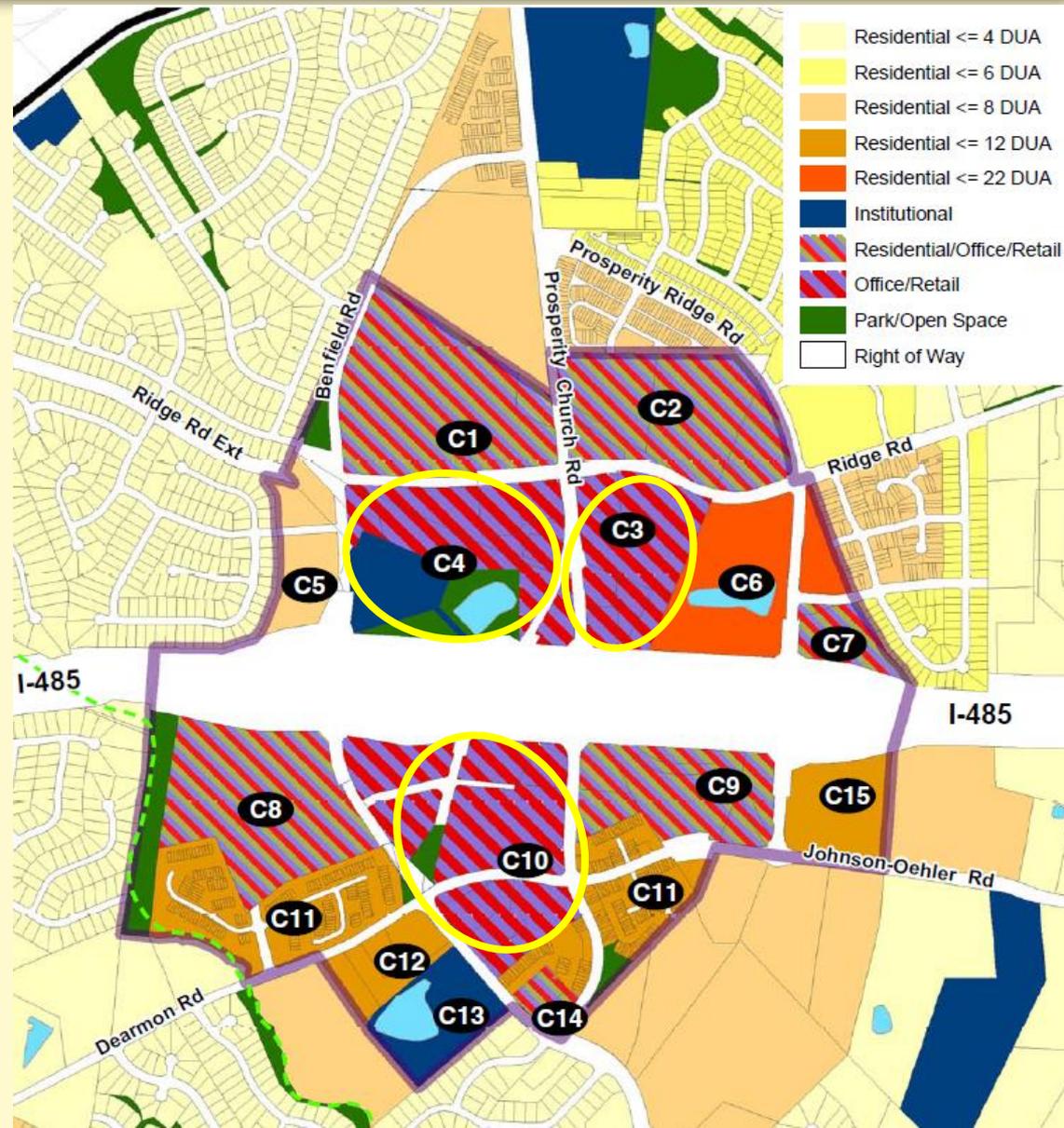
- Mixed Use: Retail, Office, Residential. Institutional also appropriate.
- Residential only as part of a mix; maximum density differs slightly from area to area.
- Retail anchor uses permitted in some areas while also providing small shop space.
- New drive-through facilities and gasoline pumps generally limited to I-485 frontage roads, with design standards.
- Internal street network.
- Buildings oriented to streets, with most parking behind; additional design standards.
- Open spaces and plazas, connected to each other.



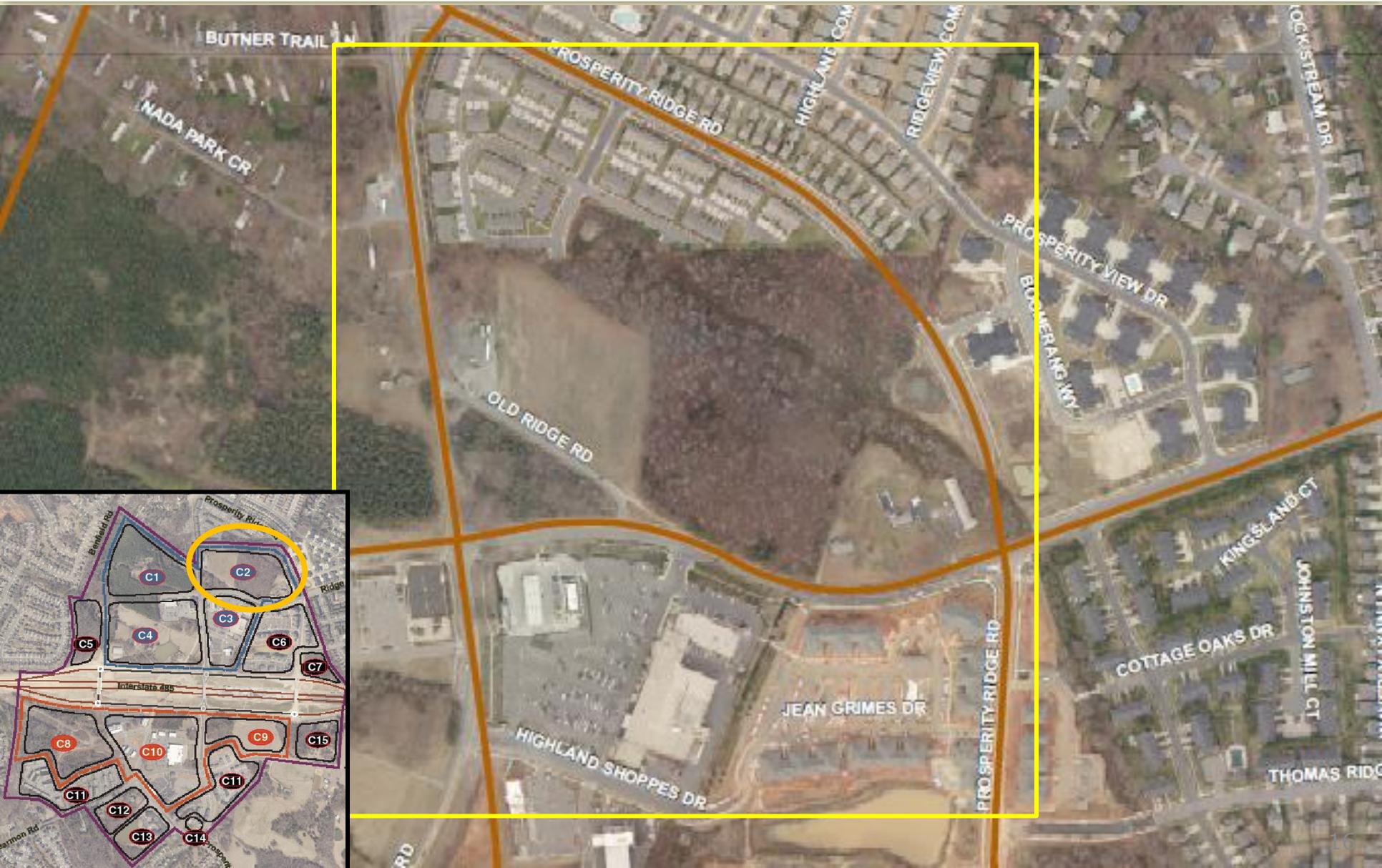
Policy Areas C3, C4, C10

Sites with existing shopping centers or other development

- Mixed Use: Retail, Office, Residential. Institutional also appropriate.
- Residential only allowed if part of **vertical** mixed use.
- Retail anchor uses permitted in some areas while also providing small shop space.
- New drive-through facilities and gasoline pumps generally limited to I-485 frontage roads, with design standards.
- Internal street network.
- Buildings oriented to streets, with most parking behind; additional design standards.
- Open spaces and plazas, connected to each other.



Policy Area C2: Northeast of Ridge and Prosperity Church Roads



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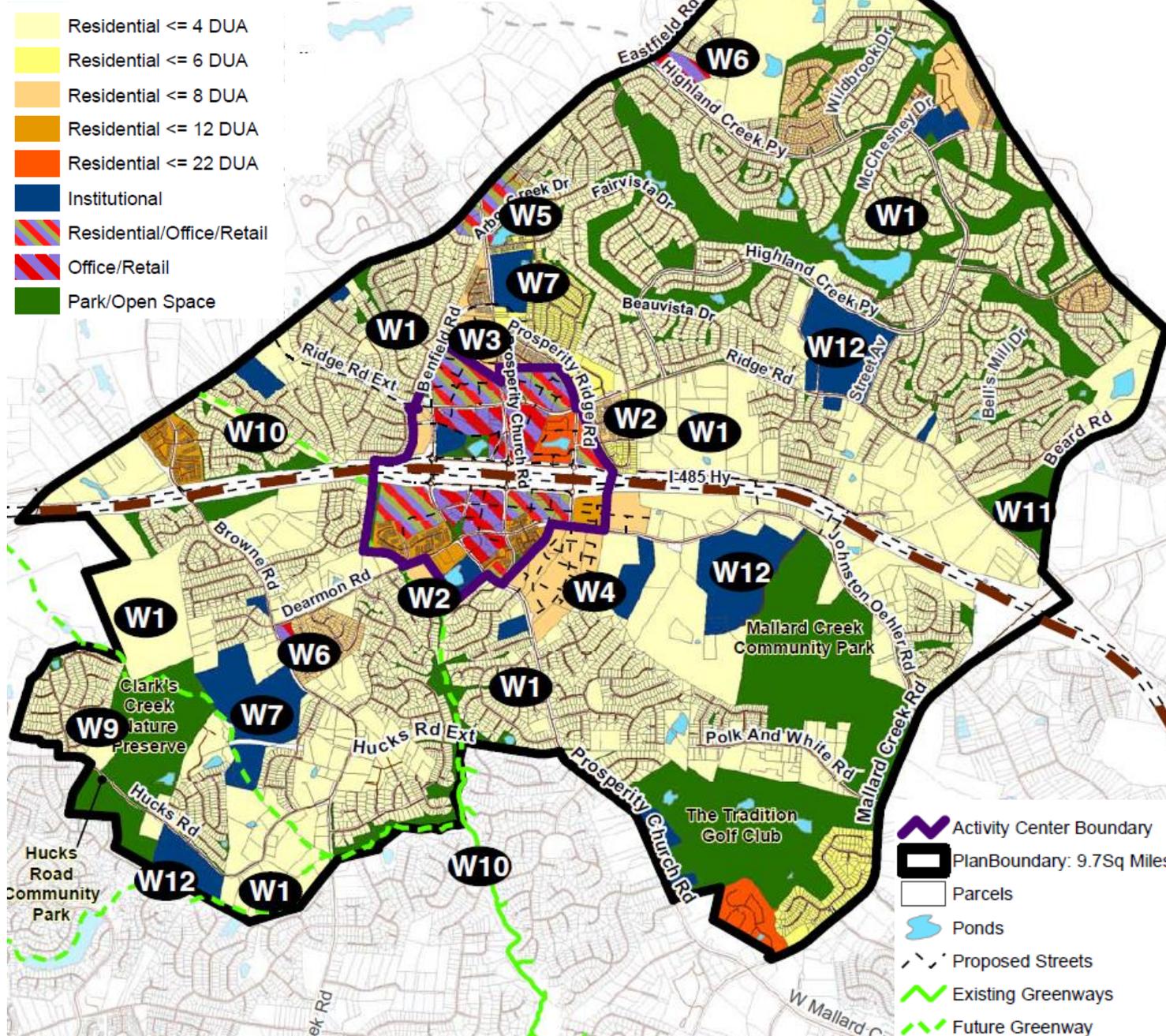


Policy Area C2: Northeast of Ridge and Prosperity Church Roads



Wedge Recommended Land Use

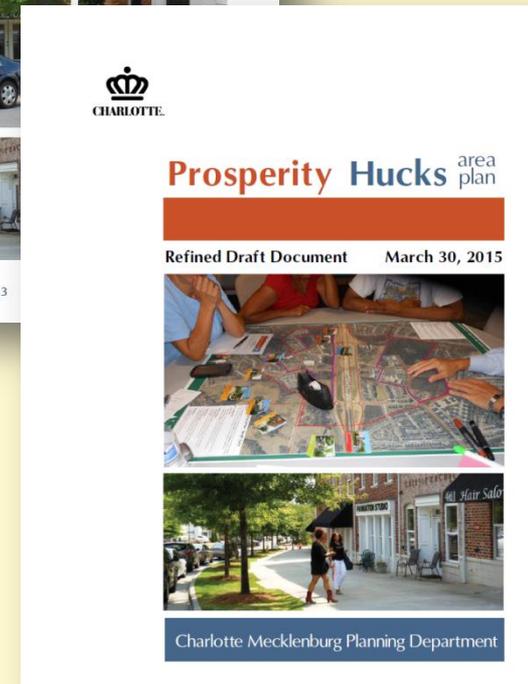
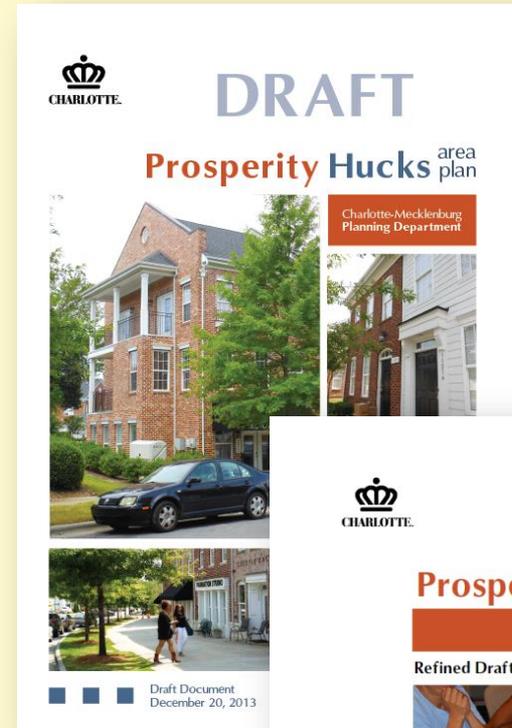
- Few concerns expressed.
- Changes mainly to cover areas removed from Activity Center.
- Largely built out, but with scattered remaining parcels.
- Primarily single family residential with provision for small nodes of commercial or slightly higher density.



Addressing the Concerns

- New “Refined Draft” Plan addresses community concerns:
 - **Extent of multi-family development reduced and defined more precisely**
 - **Location and type of retail uses specified by area, including appropriate locations for anchor uses, drive throughs, and gasoline pumps**
 - **Level of detail in design guidance increased, and tailored to specific areas**
 - **Methods for provision of open space laid out in greater detail**

- Community was involved in the refined recommendations, and reception of the plan has been good to date.



2015

- ✓ April 15 – **Public Meeting**

- ✓ May 11 – TAP Committee introduction
- ✓ May 19 – **Planning Committee public comment**
- May 28 – TAP Committee referral to Council for public comment

- June 16 – Planning Committee recommendation**
- June 22 – **City Council public comment (Tentative)**

- July 13 – TAP Committee recommendation

- July 27
or Aug 24 – City Council Action

Questions?



Prosperity Hucks area plan

Refined Draft Document March 30, 2015



Charlotte Mecklenburg Planning Department