



WEST MOREHEAD LAND USE & PEDSCAPE PLAN



Charlotte-Mecklenburg Planning Commission
Adopted by Charlotte City Council November 8, 2004

TABLE OF CONTENTS

Executive Summaryi

Part I: INTRODUCTION

1. Pedscape Plan and Overlay Zoning.....1
 2. Plan Boundaries 2
 3. Historical Background 2
 4. Market and Development Trends 3
 5. Wesley Heights Neighborhood 3

Part II: EXISTING CONDITIONS

1. Existing Zoning 4
 2. Existing Land Use 6
 3. Current Land Use Plan 9
 4. Community Design 9
 5. Transportation Systems 10

Part III: VISION PLAN AND RECOMMENDATIONS

1. Plan Development Process 13
 2. Vision 14
 3. Recommended Land Use 14
 4. Recommended Cross Sections and Streetscape Development Standards 17
 5. Recommended Streetscape and Pedestrian Improvements..... 24

Volume 2: IMPLEMENTATION PLAN

1. Public Sector Responsibilities 28
 2. Private Sector Responsibilities 29



LIST OF MAPS AND FIGURES

Table 1: Summary of Proposed Cross Section Features iii

Map 1: Existing Zoning 5
 Map 2: Existing Land Use 7
 Map 3: Current Proposed Land Use 8
 Map 4: Recommended Land Use 15
 Map 5: Streetscape Types 16
 Map 6: Proposed Rezoning30

Figure 1: Type 1 Spine Streets Cross Section 18
 Figure 2: Type 2 Village Streets Cross Section 20
 Figure 3: Type 3 Cross Streets Cross Section 22

Executive Summary

1. Purpose of the Plan

The Land Use and Pedscape Plan defines a compact, pedestrian oriented future for the West Morehead District, and shows how this vision will be achieved: by providing standards for private sector investment in new development, and by making recommendations for public sector improvements. This plan supercedes the *West Morehead Corridor and Vision Plan (Corridor Plan)* and *Central District Plan* as land use policy for the area within the plan boundaries.

This plan is intended to serve several purposes:

- Serve as the future land use policy document for its area, including recommendations for corrective rezonings.
- Identify the ultimate curb line for district streets, as well as building setbacks and streetscape requirements for new development, implemented through an accompanying Pedestrian Overlay (PED) rezoning .
- Recommend possible public investments to enhance the pedestrian environment.

The provisions of the Pedestrian Overlay zoning district require adoption of a Pedscape Plan prior to approval of a PED rezoning. A rezoning application will be undertaken as a follow-up action to this plan.

2. Plan Development and Process

The Pedscape Plan is a follow-through from the 2001 *West Morehead Corridor and Vision Plan*, which recommended a PED rezoning for the area. During the *Corridor Plan* process, City staff worked with area residents and business and property owners in a series of public workshops to develop key recommendations and concepts. Beginning in April 2004, three additional public meetings were held to flesh out the specifics of the Pedscape Plan.

3. Description of the District

District Boundary: The district boundary was drawn to include all of the industrial and mixed-use zoned parcels adjoining West Morehead Street from its intersection with I-77 past Freedom Drive to Stewart Creek. It includes a walkable district along portions of West Morehead Street, Freedom Drive, Bryant Street, and segments of other intersecting streets. See Map 1.

Existing Zoning: The overwhelming majority of the district is zoned for industrial use (92%). The parcels zoned MUDD Mixed Use Development and UR-C Urban Residential-Commercial were rezoned individually for specific redevelopment projects. See Map 1.

Existing Land Use: This area was originally developed as an industrial district. Only about 25% of the land area in the district is still in industrial/warehouse use. About 23% is now in retail/commercial and office uses. Mecklenburg County has purchased 15% for open space, with clearance now in progress. The rest of the district is vacant land or vacant buildings, and much of it is under renovation for non-industrial uses. This reflects a distinct change within the area from industrial to mixed commercial and office uses. The district abuts the Wesley Heights neighborhood, but the Pedscape Plan area includes no residential uses at present. See Map 2.

Community Design: Building forms in the district reflect the changes that have occurred over the past century. There are old factory buildings; early commercial structures built along the public sidewalk; and several generations of automobile-oriented buildings with parking lots. The result is a haphazard arrangement that is difficult for pedestrians as well as for those in cars seeking to make multiple stops.

4. Vision for the District

The overall vision as defined in the 2001 *Corridor Plan* is to become one of Charlotte's most attractive, cohesive and economically viable corridors. The key recommendations for the area are as follows:

- Encourage major gateway design and development at Freedom Drive intersection
- Develop a mixture of neighborhood retail, urban residential and office uses
- Improve the streetscape with strong pedestrian connections to Wesley Heights
- Preserve and redevelop older buildings
- Improve vehicular circulation
- Develop and expand the greenway system
- Coordinate public parking

5. Recommended Land Uses & Rezoning

This plan calls for a walkable mixed-use village. It is slightly different from that proposed in the preceding *Corridor Plan*, which showed some specific retail and office locations (seen on Map 3.) Federal Emergency Management Agency (FEMA) flood mapping has been revised since the prior plan, with a Community Encroachment floodway that covers a smaller portion of the district than previously. The recommended land uses, shown on Map 4, are:

- Mixed-use development: recommended for properties outside of the floodway throughout the Pedscape district. This includes office, retail/commercial, and residential uses.
- Park/open space: recommended within the revised floodway along Stewart and Irwin Creeks. Absent acquisition for open space, land use in the flood plain is recommended for mixed used development or associated parking, if developed in accordance with all applicable regulations.

Most of the district is zoned Industrial. Some properties have transitioned to retail and office uses, while other parcels remain in industrial use. There remains potential for new uses that are incompatible with the vision for the area unless the underlying industrial zoning is changed. Most of the district, as indicated on Map 6, should be rezoned to an underlying B-1 Neighborhood Business.

A portion of the district along Bryant Street remains occupied by viable warehouse uses. To facilitate their continuing operation while protecting against development of more noxious heavy industrial uses, the underlying I-2 General Industrial zoning should be replaced by I-1 Light Industrial in the area indicated on Map 6. The PED overlay still will allow for redevelopment of these properties consistent with the vision of this plan in the future.

As authorized in the Pedestrian Overlay District section of the *Zoning Ordinance*, nightclubs, bars and lounges shall be allowed, provided that they are located at least 100 feet from any residential structure located in a residential district.

6. Recommended Cross Sections & Streetscape Development Standards

The standards in this section supplement the requirements of the PED, MUDD, and UR-C zoning. This section recommends future cross-sections for streets, and identifies building setbacks and streetscape standards based on the ultimate curbline location. Standards for setbacks, sidewalks, and planting strips will be met by developers who undertake new development or major renovations in the PED area as outlined in the Zoning Ordinance.

The streets within the West Morehead District are categorized into three "Types," shown on Map 5. Table 1 on the following page summarizes the street cross section features of the various Types. Figures 1 through 3 provide graphic representations of the dimensional standards. Redeveloping properties should be built to the intended design immediately.

Table 1 **Summary of Proposed Cross Section Features**

	Type 1 Spine Streets	Type 2 Village Streets	Type 3 Cross Streets
Right-of-way	varies 70 ft. typ. on W. Morehead 100 ft. typ. on Freedom	50 ft. typ.	varies
Existing Curbline (curb to curb)	varies 40 ft. on most of W. Morehead	varies 40 ft. typ.	varies most are about 30 ft.; some as narrow as 24 ft.
Future Curbline (curb to curb)	unchanged (except minor acquisitions for W. Morehead Streetscape project)	40-ft. widths unchanged; for narrower sections, future curb is as extended from adjoining blocks to 40 ft.	unchanged
On-street parking	none	parallel parking both sides (broken every 4 spaces min. by a tree planting area)	varies; unchanged
Min. Bldg. Setback (from back of curb)	22 feet (typically 6 feet additional beyond min. sidewalk)	14 feet (6 feet additional beyond min. sidewalk; wider may be reqd. to meet tree spacing)	20 feet (6 feet additional beyond min. sidewalk)
Sidewalk	behind planting strip, 8 feet except where built narrower by <i>West Morehead Streetscape Project</i>	8 feet from back of basic curbline	6 feet behind planting strip
Tree Planting (spacing as required by Tree Ordinance, typ. 30-ft.)	in 8-foot planting strip	in 8-ft. curb extensions, max 100-ft. spacing; plus additional tree plantings as required	in 8-foot planting strip

See Map 5 for location of streetscape types. See Figures 1-3 for Cross Section diagrams.

Tree planting requirements in this section will modify the “Perimeter Planting Requirements” in Section 21-13(C) of the *Charlotte Tree Ordinance*. However, all other requirements of the tree ordinance will apply to new development in the West Morehead Pedestrian Overlay District.

7. Recommended Streetscape and Pedestrian Improvements

West Morehead Street consists of two travel lanes in each direction. The *West Morehead Streetscape Project*, currently underway, will alter that to one travel lane in each direction, a center lane for left turns and pedestrian refuge, and space for bicycle movement in each direction. Some tree planting and landscaping along West Morehead Street is also included in the project. Construction is expected in the near future.

Site- Specific Recommendations

1. *Reconfiguration and Landscape Improvement of the West Morehead/Freedom Drive Intersection:* The *West Morehead Streetscape Project* will make significant improvements to pedestrian flow and safety at this intersection. The intersection also was identified in the *Corridor Plan* as a key gateway to the West Morehead District. The pedestrian island and extra street right-of-way resulting from curblines changes offer an opportunity for signature landscaping, monuments, and signage for the area.

2. *Pedestrian Refuge Medians on West Morehead Street:* Pedestrian refuge medians supplement crossings at signalized intersections and provide one of the safest methods to cross the street. The pedestrian only has to look for gaps in traffic in one direction at a time. The following pedestrian crossing locations are suggested:

- West Morehead Street just west of the I-77 off-ramp
- West Morehead Street just east of Calvert Street
- West Morehead Street just east of Grandin Road

General Recommendations

1. *Bulb-Outs:* These are curbs extended out into the road area to reduce crossing distance and extend sidewalk and planting areas. There are some bulb-outs in place on parts of Bryant Street. Bulb-outs in other Type 2 and 3 locations are recommended.

2. *Marked Cross-Walks:* In addition to the crossing treatments recommended above, the existing crosswalks at major intersections need to be enhanced to make them more apparent to pedestrians and drivers.

3. *Pedestrian-Scale Lighting:* Pedestrian-scale, decorative lighting should be installed in the public right-of-way along West Morehead Street, and in other areas with priority to areas of highest pedestrian and redevelopment activity.

4. *Bicycle Parking:* The City of Charlotte should install racks for short-term bicycle parking in or near the public right-of-way.

5. *Street Trees:* Street trees should be planted in the public right-of-way where there are opportunities for new or replacement trees.

6. *ADA/Curb Ramps:* ADA ramps generally are in place throughout the district. The City should conduct an inventory to assess needs for new construction or realignment of these ramps.

9. *Benches, Trash Cans:* The City also should install public benches and trash cans in appropriate high-pedestrian traffic locations.

Long Term Recommendation

Utility Line Consolidation/Relocation: If funding is ever made available, overhead utility lines should be relocated, to alleys where possible, or out of the principal rights-of-way, and/or buried within the West Morehead District.

Part I: INTRODUCTION

1. Pedscape Plan and Overlay Zoning

As part of the renewed focus on urban areas and close-in neighborhoods, Charlotte's elected officials are placing new emphasis on providing a wider range of transportation choices and development forms to improve the livability and sustainability of our neighborhoods. We can enhance livability by turning attention back toward pedestrians, and creating spaces that serve them. Provision of public improvements for pedestrians is another way the City can invest in its neighborhoods and leverage additional private investment.

The *West Morehead Corridor Vision and Concept Plan* (“*Corridor Plan*”) was created as an overall vision for the larger West Morehead corridor from Wilkinson Boulevard to South Tryon Street. City and County staff worked with area residents and business and property owners in a series of public workshops to develop key recommendations and concepts. It was adopted by City Council in October 2001.

This *Land Use and Pedscape Plan* (referred to herein as the *Pedscape Plan*) represents the next step toward implementing the vision and strategies recommended in the *Corridor Plan* for this particular area. The planning process for this plan builds upon the previous work rather than duplicating or reconsidering all that has gone before.

This plan is intended to serve several purposes:

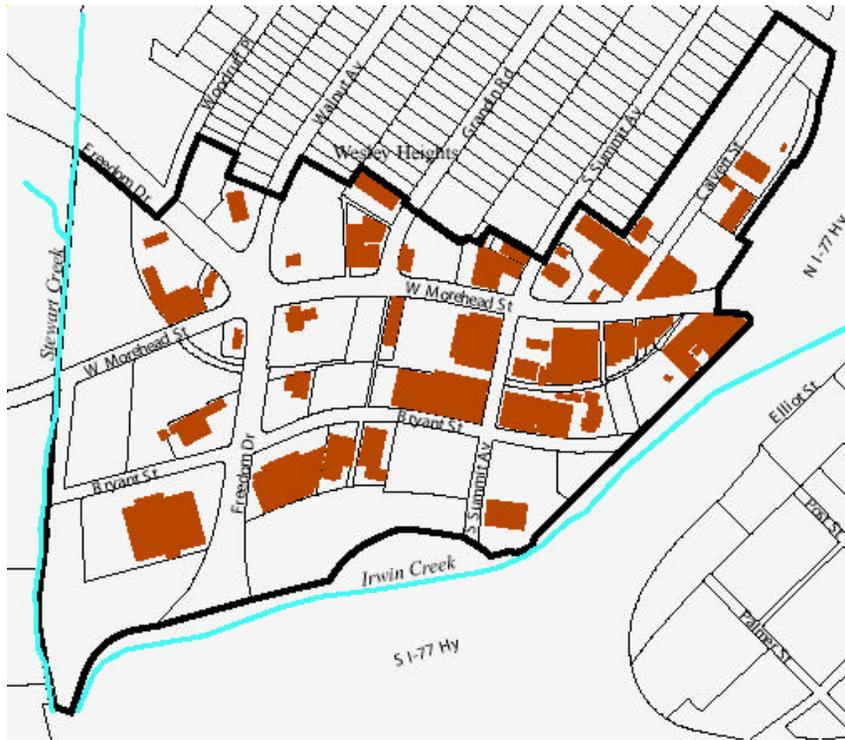
- It is the future land use plan for the study area. As such, it serves as an updated planning document for the area, replacing the *Central District Plan* and the *West Morehead Corridor Vision and Concept Plan*. As a part of its land use policy function, it includes recommendations for corrective rezonings.



- It identifies an “ultimate” curb line for streets within the district, and appropriate building setbacks and streetscape requirements (such as sidewalks and tree planting) for new development from that curbline. These are implemented through accompanying Pedestrian Overlay (PED) zoning.
- It includes recommendations for possible public investments to enhance the pedestrian environment.

The provisions of the Pedestrian Overlay zoning district require adoption of a Pedscape Plan prior to approval of a PED rezoning. A rezoning application will be undertaken as a follow-up action to this plan.

Charlotte's Zoning Ordinance contains over 30 zoning districts, each with its own regulations and requirements. An overlay district such as PED superimposes additional or alternative development and urban design standards on the basic underlying zoning. It overrides the varying setbacks of the underlying zoning districts with one set of requirements, thereby requiring new development to be built in a more unified manner along a street.



2. Plan Boundaries

The *Pedscape Plan* boundaries are Interstate 77 to the east, Upper Irwin Creek on the south, Stewart Creek on the west, and the Wesley Heights neighborhood to the north. This study area incorporates the “Gateway” area described in the *West Morehead Corridor Vision and Concept Plan*. The district extends about 1,900 feet, and encompasses about 57 acres, exclusive of right-of-way. The maps that follow show the study area boundaries more precisely.

A few parcels zoned MUDD and UR-C are included in the study area. These zoning districts in effect for development already underway provide for mixed-use development similar to PED. These parcels are subject to the Streetscape standards and setbacks of this plan unless specific conditional plan approvals set other standards.

3. Historical Background

West Morehead Street was one of Charlotte’s first industrial and commercial corridors, constructed prior to 1929. It was developed along one of the City’s earliest streetcar lines, originally horsedrawn. The advent of the automobile allowed businesses to expand beyond the confines of Charlotte’s original downtown. As Charlotte’s economy expanded, West Morehead Street saw continuing industrial development. Just north of the corridor, the Wesley Heights neighborhood emerged as a community for workers in the nearby factories and warehouses.

As the automobile became the primary mode of transportation and essential to conducting business, the face of West Morehead changed. Streetcars were phased out. Businesses focused on providing parking for customers and employees. Parking typically was provided in the front of the businesses, to accommodate automobiles directly from the street. Little attention was paid to pedestrian or bicycle amenities, resulting in gaps in the sidewalk system and driveway aprons that extended without curbs along entire site frontages.



The Coca-Cola Building is a National Register Historic Property, renovated for office use



The West Morehead district benefits from its close proximity to Uptown Charlotte

The parcels in the district fronting West Morehead Street were about half developed by 1950; by 1968, only a few vacant lots remained. Over the years various uses such as manufacturing, automotive service/sales, distribution centers, and associated retail and restaurant uses have located within the district. Some of these uses continue today. However, by the late 1960's, interest in West Morehead was waning and investors were looking for other development opportunities at the City's edge.

4. Market and Development Trends

In recent years, revival in Charlotte's Center City and the emergence of a strong residential market at the City core has reenergized many of the older residential and commercial areas. The reinvestment and redevelopment momentum that has begun transforming South End has spilled over into the West Morehead area. Proximity to Uptown employment concentrations, attractions, restaurants, and sporting venues has given West Morehead more appeal to developers.

Market studies indicate an opportunity for office development in the study area, generally focused on smaller users. This includes the type of loft conversions of older industrial buildings currently underway, as well as small-scale new construction. Retail opportunities in the area are expected to be limited to new specialty retail, service retail for office and residential development, and retail uses oriented around a new transit station.

5. Wesley Heights Neighborhood

Abutting the West Morehead district to the north is Wesley Heights, an early twentieth century residential development. Although the neighborhood is easily accessed from West Morehead Street and Freedom Drive, the character of the neighborhood is entirely residential.

Wesley Heights was farmland during the nineteenth century. In 1920 the land was subdivided into home lots. Most of the houses date from the 1930's, with a scattering of homes built in the 1940's and later.



First home built in Wesley Heights in 1911

While alterations are inevitable over time, the integrity of historic fabric in Wesley Heights is very good. The neighborhood was designated as both a National Register Historic District and a Local Historic District in 1995. The West Morehead Pedscape District does not include any area currently within the historic districts.

After a period of decline, Wesley Heights is currently experiencing renewed interest, due in part to its proximity to Uptown. Infill single-family and townhouse developments are under construction within the neighborhood. Lela Court, a substantial development of both single-family homes and townhouses on previously vacant land, is being built on adjacent land just west of Woodruff Place.

As in years past, the relationship between Wesley Heights and the West Morehead district remain important to the continuing success of both areas.



The tree-lined streets of Wesley Heights are immediately adjacent to the West Morehead district

Part II: EXISTING CONDITIONS

1. Existing Zoning

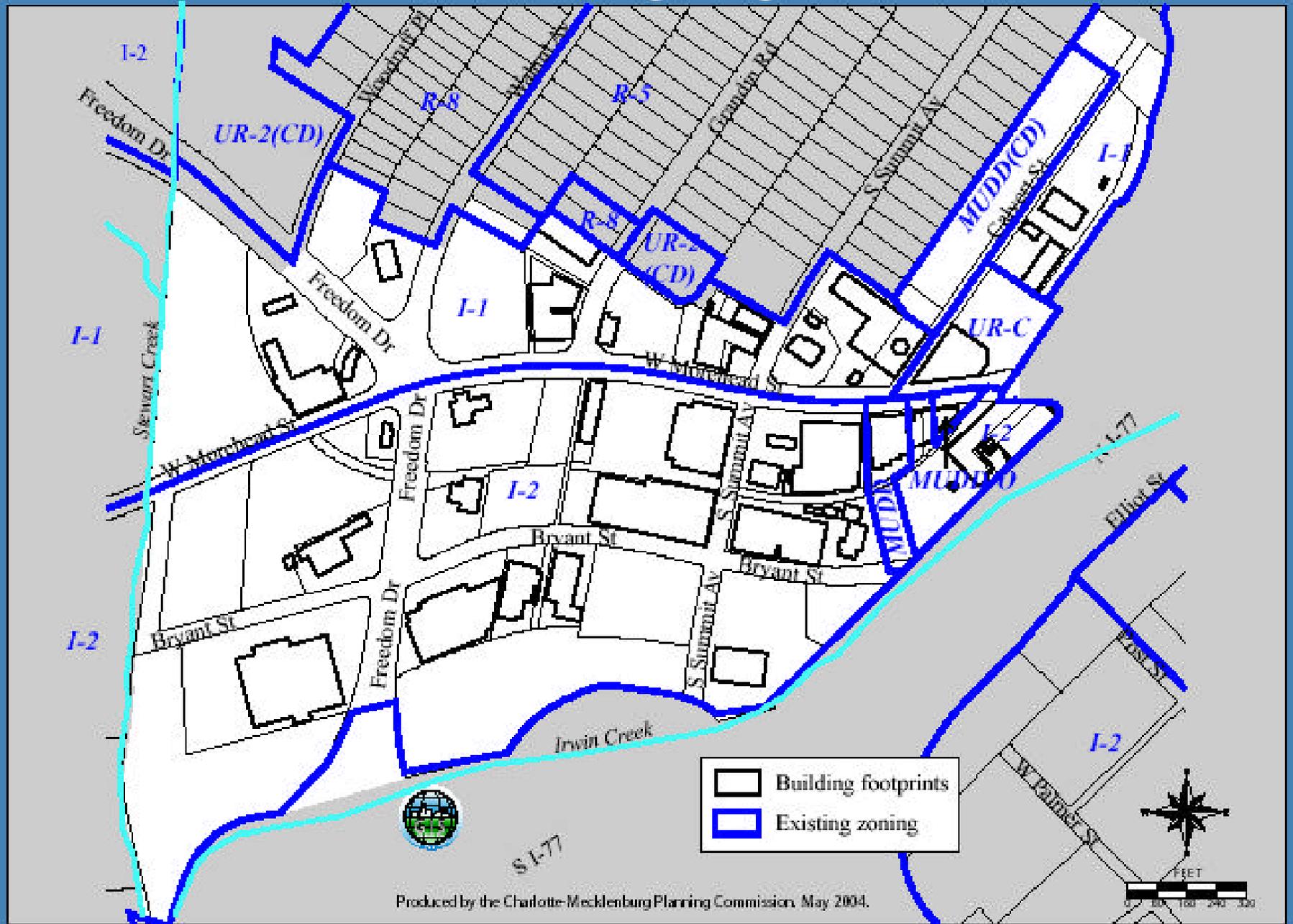
Map 1 shows that the overwhelming majority of properties within the West Morehead PED boundary are zoned for industrial uses. Following is a summary of zoning within the district.

		<u>Land Area</u>	
I-2	General Industrial	34.93 ac	62%
I-1	Light Industrial	17.01 ac	30%
MUDD	Mixed Use Development	3.19 ac	6%
UR-C	Urban Resid.-Commer.	<u>1.39 ac</u>	<u>2%</u>
		56.53 ac	100%

- *I-2 General Industrial* zoning is intended to create and protect wholesaling and industrial areas for manufacturing, distribution, transportation, and a broad variety of specialized industrial operations. Office and retail uses of limited size are allowed, but residential uses are not allowed.
- *I-1 Light Industrial* zoning is intended to create and protect industrial areas for light manufacturing and the distribution of products at wholesale. The district is designed to promote light industrial development but also protect nearby residential areas. Office and retail uses are allowed in more square footage than I-2 zoning. Residential uses are not allowed.
- *UR-C Urban Residential Commercial* zoning is intended to promote a diversity of residential, retail, office, recreational and cultural uses in a mixed use, higher density pattern. This zoning is used for community or neighborhood centers where a high level of commercial or other services is desired. There is one parcel zoned UR-C zoning in the district, rezoned for the redevelopment of 1230 West Morehead Street.

Map 1

West Morehead Pedscape Plan Existing Zoning



Produced by the Charlotte-Mecklenburg Planning Commission, May 2004.



Distinguished older industrial and commercial buildings offer rehabilitation potential for office and mixed uses

- *MUDD Mixed Use Development District* is intended to provide for coordinated mixed-use development with a strong emphasis on pedestrian scale, urban development and amenities. There are only a few parcels zoned MUDD, rezoned individually for specific redevelopment projects. These parcels are subject to the MUDD rather than the PED zoning requirements. However, they are subject to the Streetscape standards and setbacks of this plan unless specific conditional plan approvals set other standards.

Zoning provides regulations for how land may be used and the form of development that may be allowed on a given piece of property. The uses allowed in the underlying zoning district classifications are allowed under PED zoning (with certain limited exceptions such as exclusions of drive thru windows for retail uses). However, the development standards- including setbacks- will change when the PED overlay zoning is applied.

2. Existing Land Use

Map 2 shows the existing land uses of properties in the West Morehead District. The current land use is the way in which a given property is actually developed. Because of historical circumstances, this often differs from what is proposed in the land use plan or the use for which a property is zoned. Current land uses in the area consist of office and commercial/retail uses, as well as warehouse and industrial uses. The current land uses and their location help determine the character of the corridor and influence the type of land uses that may be appropriate in the Pedscape Plan area in the future.

The building and land area of the existing uses in the West Morehead District are summarized as follows:

	<u>Building Area</u>		<u>Land Area</u>	
Industrial/Warehouse	153,255 sf	27%	14.09 ac	25%
Office	158,558 sf	26%	4.99 ac	9%
Commercial/Retail	80,709 sf	12%	8.10 ac	14%
Vacant Building	98,195 sf	16%	4.33 ac	8%
Vacant Land	0 sf	0%	16.70 ac	30%
Open Space	<u>108,450 sf*</u>	<u>18%</u>	<u>8.32 ac</u>	<u>15%</u>
	599,167 sf	100%	56.53 ac	100%

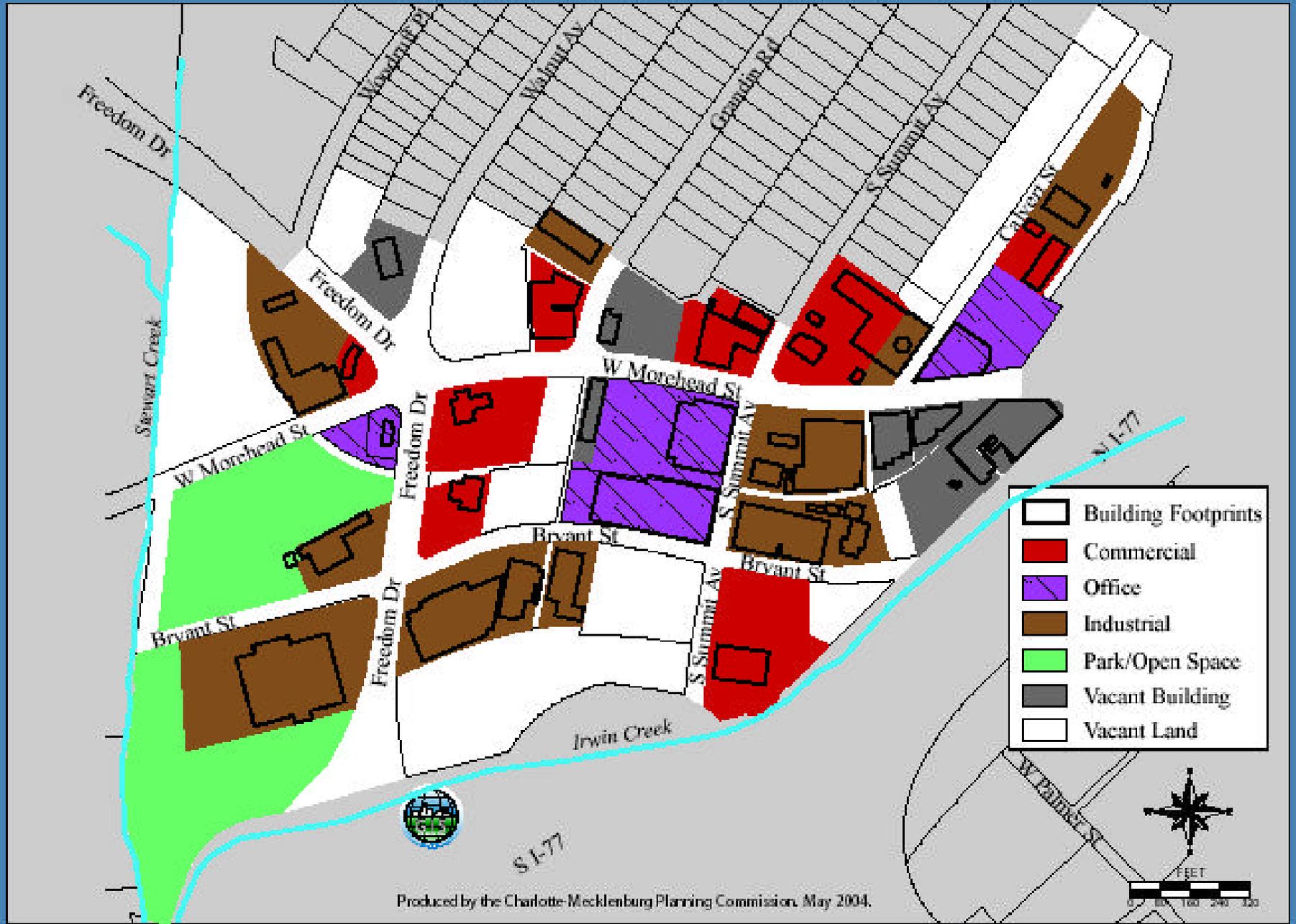
* acquired by Mecklenburg County; existing buildings to be demolished



The district includes some industrial structures not amenable to rehabilitation for other uses

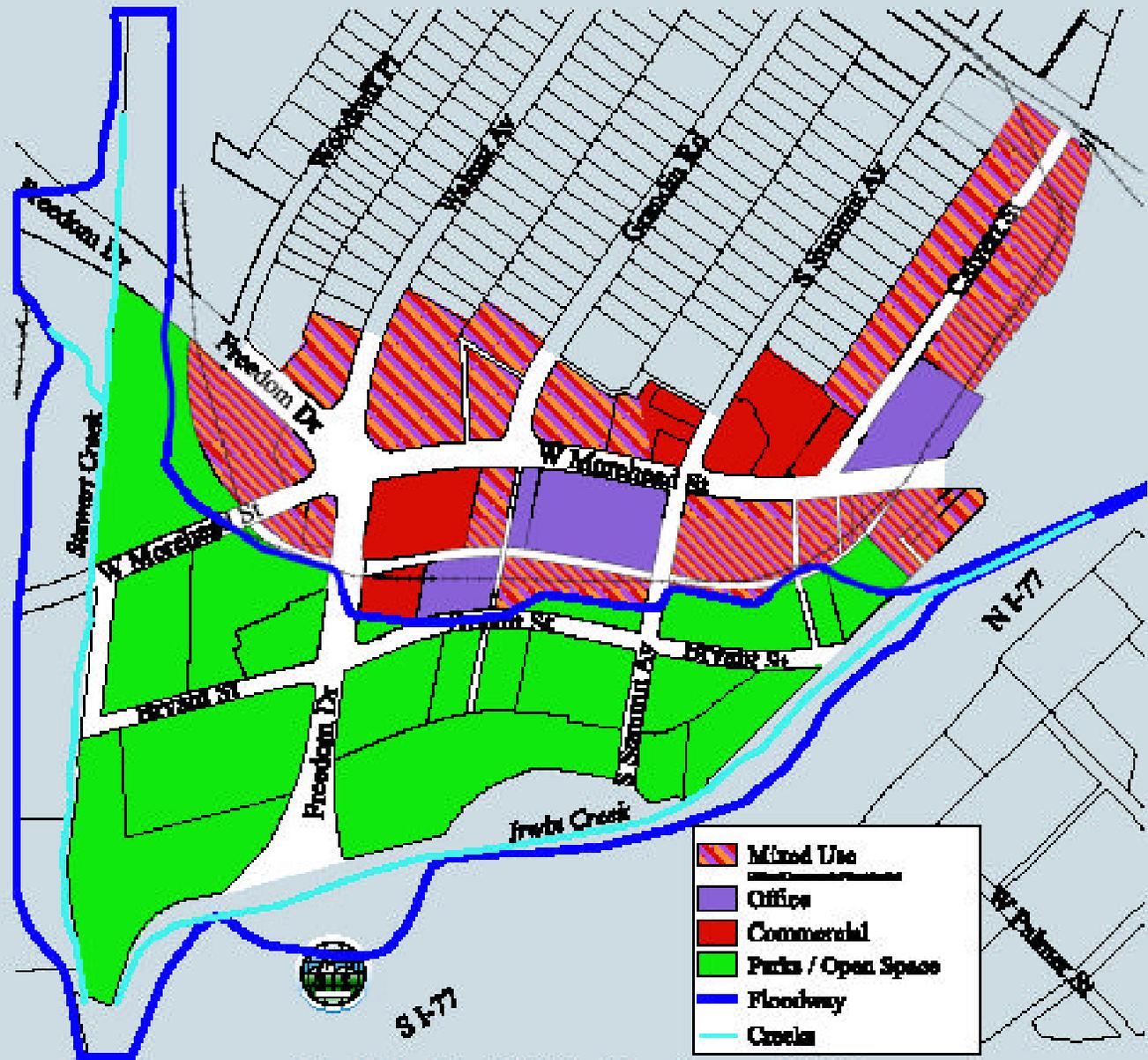
Map 2

West Morehead Pedscape Plan Existing Land Use

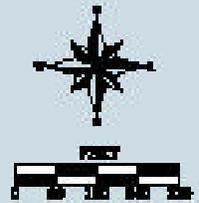


Map 3

West Morehead Pedscape Plan Current Proposed Land Use



Prepared by the Charlotte-Mecklenburg Planning Commission, May 2004.





The renovated Grinnell Waterworks Building (right) faces continuing industrial uses across Summit Street

The West Morehead District originally was developed as an industrial district. Despite the fact that 92% of the land in the district is zoned for industrial use, only about 25% is now so used. About 23% is now in retail/commercial and office uses. Mecklenburg County has purchased 15% for open space, with clearance of the buildings now in progress. The rest of the district is vacant land or vacant buildings under renovation for non-industrial uses. This reflects a distinct steady change within the area from industrial to mixed commercial and office uses.

3. Current Land Use Plan

The *West Morehead Corridor Vision and Concept Plan* is the present governing land use policy document for the West Morehead Corridor (to be superceded by this Pedscape Plan.) The land uses proposed in that plan are shown on Map 3.

- The plan calls for mixed-use development throughout a majority of the Pedscape Plan district. These properties are intended to include office, commercial, and residential uses, mixed within individual parcels.
- Several parcels along West Morehead Street and Bryant Street are shown as office use because of recent office renovations on these sites.

- Several parcels on the east side of Freedom Drive, and on West Morehead Street around Summit Avenue are shown as commercial, based on their current use.
- Park/open space is shown along Stewart Creek and around to the south side of Bryant Street along Irwin Creek, reflecting Federal Emergency Management Agency (FEMA) floodway mapping as of the date of the plan.

4. Community Design

Building forms in the West Morehead District reflect all the changes that have occurred over the past century. There are old factory buildings, early commercial structures built along the public sidewalk dating from the earlier pedestrian eras, and several generations of automobile oriented buildings with ever-increasing parking lots. West Morehead now carries two lanes of traffic in each direction, with no on street parking. The overall result is a haphazard arrangement that is difficult for pedestrians as well as for those in cars seeking to make multiple stops and move throughout the district. As such, the district has less synergy than it might if properties were better linked by a unified pedestrian system and common site design features.



An older building on West Morehead lends itself well to future renovation

5. Transportation Systems

West Morehead Street's function as a transportation corridor is a defining element of the district. It is automobile oriented, with design features that do not adequately address bicycle, pedestrian, and transit user needs. This plan is intended to establish a balance of transportation options on the corridor.

Street Network

The Wesley Heights neighborhood bordering the north edge of the West Morehead district contains a generally complete network of streets. This allows for multiple means of access for pedestrians, cyclists, and automobiles on the north side of the district.

The continuity of the grid system is severed by I-77 at the south side of the district. Nonetheless, much of the disconnected land is now designated as floodway, which may limit its redevelopment potential.

The City of Charlotte is working on a *West Morehead Streetscape Project* for the section of West Morehead Street between I-77 and Freedom Drive. The project was recommended from the Westside Strategy Plan, and funds to implement these improvements were



Some older buildings on West Morehead Street establish a good building line

approved by City Council in the FY 2001 CIP budget. The current four-lane (2 in each direction) configuration of West Morehead Street will be changed to three lanes, one in each direction, with a center lane for left turns and pedestrian refuge. The travel lanes will be wider than typical, accommodating both automobile and bicycle traffic. West Morehead Street is a state highway, and restrictions will prevent construction of raised pedestrian medians at present. These may be added later when appropriate approvals can be obtained.

A focal point in the district is the intersection of Freedom Drive and West Morehead. One lane splits from west-bound West Morehead to north bound Freedom Drive to allow automobiles to move continuously through the intersection without being affected by the stop light. This creates a difficult situation for pedestrian crossings because they are not protected from free-flowing auto traffic. The *West Morehead Streetscape Project* will improve the function of this intersection for pedestrians. It also will add a left turn lane westbound onto Freedom Drive and provide some aesthetic enhancements.

Thoroughfare Status

The Mecklenburg-Union Metropolitan Planning Organization (MUMPO) classifies streets in the region in its *Thoroughfare Plan*:

- *Major Thoroughfares* are the primary traffic arteries of the area. Their main function is to accommodate larger volumes of traffic at moderate speeds and provide access to major commercial, residential and institutional land uses. Within the Pedscape boundaries, Freedom Drive and West Morehead Street (east of Freedom) are the only major thoroughfares.
- *Minor Thoroughfares* are lesser traffic arteries, differentiated from Major Thoroughfares mainly by the smaller volume of traffic served. They serve moderate volumes of traffic at moderate speed, but generally require only a single lane of traffic in each direction. West Morehead Street west of Freedom Drive is a minor thoroughfare.

- *Local Streets* are two-lane roadways that provide access to individual properties. They are for low volume traffic at low speeds, and generally are not intended as access to schools, large parks, public facilities, or other high-volume destinations. All other streets in the district are classified as local streets.

Traffic Volumes

Automobile traffic volumes provide a picture of the demand for existing road capacity. The table below shows the various traffic volume counts for the primary streets within the area.

<u>Traffic Count Location</u>	<u>Avg. Daily Volume</u>
<i>West Morehead</i> north of Wilkinson Boulevard	15,500
<i>West Morehead</i> east of Freedom Drive	18,500
<i>West Morehead</i> west of Church Street	20,600
<i>Freedom Drive</i> south of Morehead Street	30,100
<i>Freedom Drive</i> west of Woodruff Place	28,100
<i>Grandin Road</i> north of Litaker Avenue	2,100

Pedestrian Facilities and Activity

The growing pedestrian volume along West Morehead between I-77 and Freedom Drive is a result of a new commercial interest in the district. New office and residential development, and existing restaurants, banks and retail uses have increased pedestrian activity.

Some of the major existing features of the pedestrian transportation network of the corridor include:

- *Sidewalks*: Sidewalks exist throughout the district including side streets, with only a few gaps. Most of the sidewalks are 5 feet wide. Many properties along West Morehead have paved parking areas extending from the building to the curb. Leading into the Wesley Heights neighborhood sidewalks exist, but are broken and missing in parts.

- *Planting Strips*: Grass or landscaped areas between the sidewalk and curb are intended to provide areas for tree planting and to give pedestrians additional buffering from vehicle travel lanes. Planting strips are important because they increase pedestrian comfort, aesthetically improve the corridor, and provide space for shade trees. Along West Morehead Street there are a few properties that have incorporated planting strips, but others still lack the setback to add adequate planting strips.
- *Crosswalks/Pedestrian Signals*: West Morehead Street provides significant challenges for pedestrians trying to cross the corridor. With one traffic light at each end of the district about 1/3 mile apart, pedestrians have little opportunity to safely cross. Most pedestrians need an opportunity to cross near Summit or Grandin Streets.
- *ADA/Curb Ramps*: Ramps exist at most intersections, with a few gaps.



Planting strips sidewalk, and additional building setback

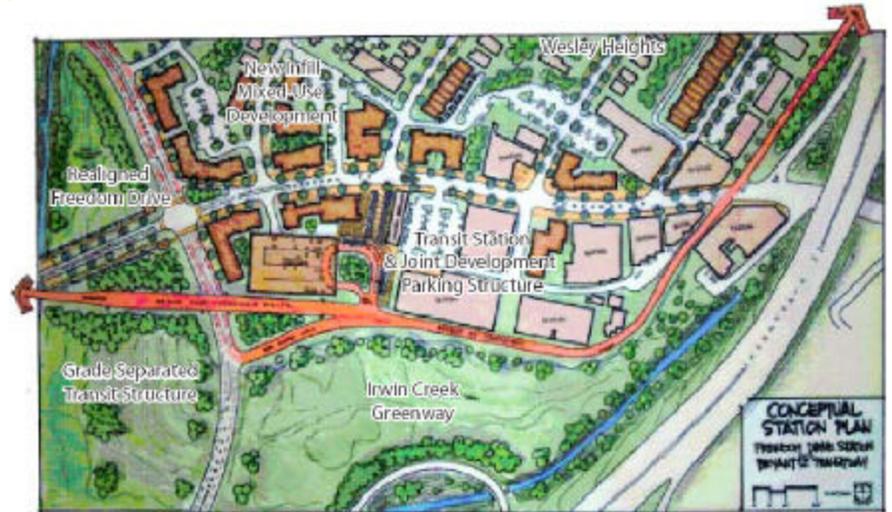
Transit Service

Only one Charlotte Area Transit System (CATS) bus route provides service within the West Morehead PED district. Route 2 travels from the Queensgate Shopping Center Park & Ride on Wilkinson Boulevard to Uptown via the Ashley Park and Wesley Hill neighborhoods and the West Morehead district. Buses run twice an hour in each direction during the weekdays as well as weekends. This route averages 27,000 riders per month. There is only one bus stop in each direction within the West Morehead PED district. There are no shelters or benches.

CATS is initiating study of rapid transit options for the West Transit corridor. The bus rapid transit or light rail system is expected to run through the West Morehead district, linking Uptown to Charlotte-Douglas Airport and other destinations to the west. One possible alignment through the district is directly on West Morehead Street. Another alternative that has been suggested is to divert onto a separate guideway on Bryant Street through the district, returning onto West Morehead to the west somewhere past Freedom Drive. Studies are only beginning, and other alternatives may emerge. No decisions on route alignment have been made.



Artist's rendering of a possible Transit Station as seen from West Morehead Street, with the Grinnell Building on the left



One possible concept plan for a transit vehicle guideway along Bryant Street

Bicycle Facilities

There are no specific bicycle routes currently existing on the roads in the West Morehead district. West Morehead has narrow vehicular lanes and is somewhat congested. It is rated on the Mecklenburg/Union Metropolitan Planning Organization's Bicycle Suitability Map as requiring extreme caution, for use only by very experienced bicyclists. The grid network of streets and the greenway bicycle path to the north of the district provide parallel bicycle routes on residential streets. The *West Morehead Streetscape Project* will provide for wider lanes along West Morehead Street to accommodate automobile and bicycle travel.

The *Charlotte-Mecklenburg Bicycle Transportation Plan* recommends that bicycle lanes be provided on West Morehead west of the intersection with Freedom Drive, with access to the Irwin Creek Greenway. Also, the plan recommends that bicycle facilities (bicycle lanes or wide outside lanes) generally be included with future road improvements where possible and appropriate.

Part III: VISION PLAN & RECOMMENDATIONS

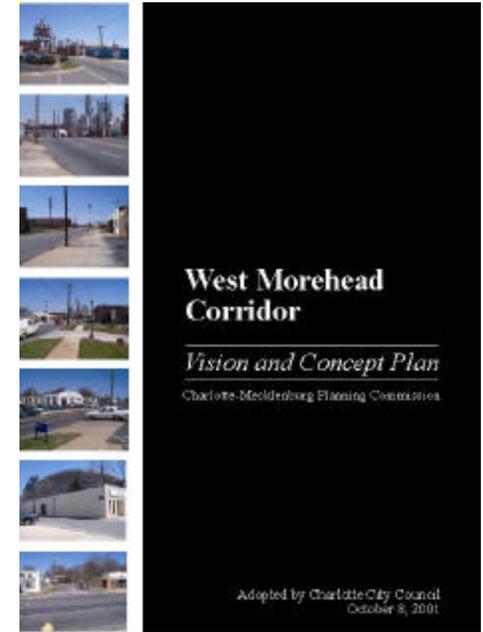
1. Plan Development Process

The *West Morehead Corridor Plan* was created as an overall vision for the corridor and to work as a policy guide for future redevelopment efforts. City and County staff worked with area residents and business and property owners in a series of public workshops to develop key recommendations and concepts that would achieve a vision. *The Corridor Plan*, adopted by City Council in October 2001, provides background information, an outlined vision, and recommendations to achieve this vision.

This *Pedscape Plan* represents the next step toward implementing the vision and strategies of the *Corridor Plan* for this particular area. The planning process for this plan builds upon the previous work rather than duplicating or reconsidering all that has gone before. Considerable attention has been placed on this corridor through public community meetings, design charrettes, and business association gatherings.



Business and property owners and citizens inspect maps at a workshop for the Corridor Plan



Beginning in April 2004, three additional public meetings were held to arrive at specifics for the Pedscape Plan.

The order of events for the West Morehead Pedscape Plan has differed from other Pedscape Plans in one respect. Generally, the Plan identifies an “ultimate” curb line for area street types, and setback and streetscape requirements based on that curb line. From that point the streetscape improvements would be built as funds are made available. However, in 2001 the City of Charlotte began working on the *West Morehead Streetscape Project* for the section of West Morehead between I-77 and Freedom Drive. The capital project had been recommended by the *Westside Strategy Plan*, and funds to implement these improvements were approved by City Council in the FY 2001 CIP budget. As such, the Pedscape Plan will codify recommendations for West Morehead Street already in progress through the streetscape project. Improvements to other streets in the district are not funded at present, and will follow the more typical process.

2. Vision

The West Morehead Corridor has great potential to be transformed into a vibrant and successful area with a mixture of land uses over the next several years. The *Corridor Plan* set forth the vision for the area to become one of Charlotte's most attractive, cohesive and economically viable corridors.

The Key Recommendations enunciated by the *Corridor Plan* for this area, identified in that plan as the Gateway District, are as follows:

- Encourage major gateway design and development at Freedom Drive intersection
- Develop a mixture of neighborhood retail, urban residential and office uses
- Improve the streetscape with strong pedestrian connections to Wesley Heights
- Preserve and redevelop older buildings
- Improve vehicular circulation
- Develop and expand the greenway system
- Coordinate public parking

3. Recommended Land Use

The land use vision for the West Morehead District is somewhat different from that proposed in the *Corridor Plan*. One factor has been revision of Federal Emergency Management Agency (FEMA) flood mapping since the prior plan. This has resulted in a revised Community Encroachment floodway line, covering a smaller portion of the district than previously. Properties within the floodway are subject to rigorous building limitations outside the control of this plan, but important in their land use implications.

The recommended land uses, as shown on Map 4, are as follows:

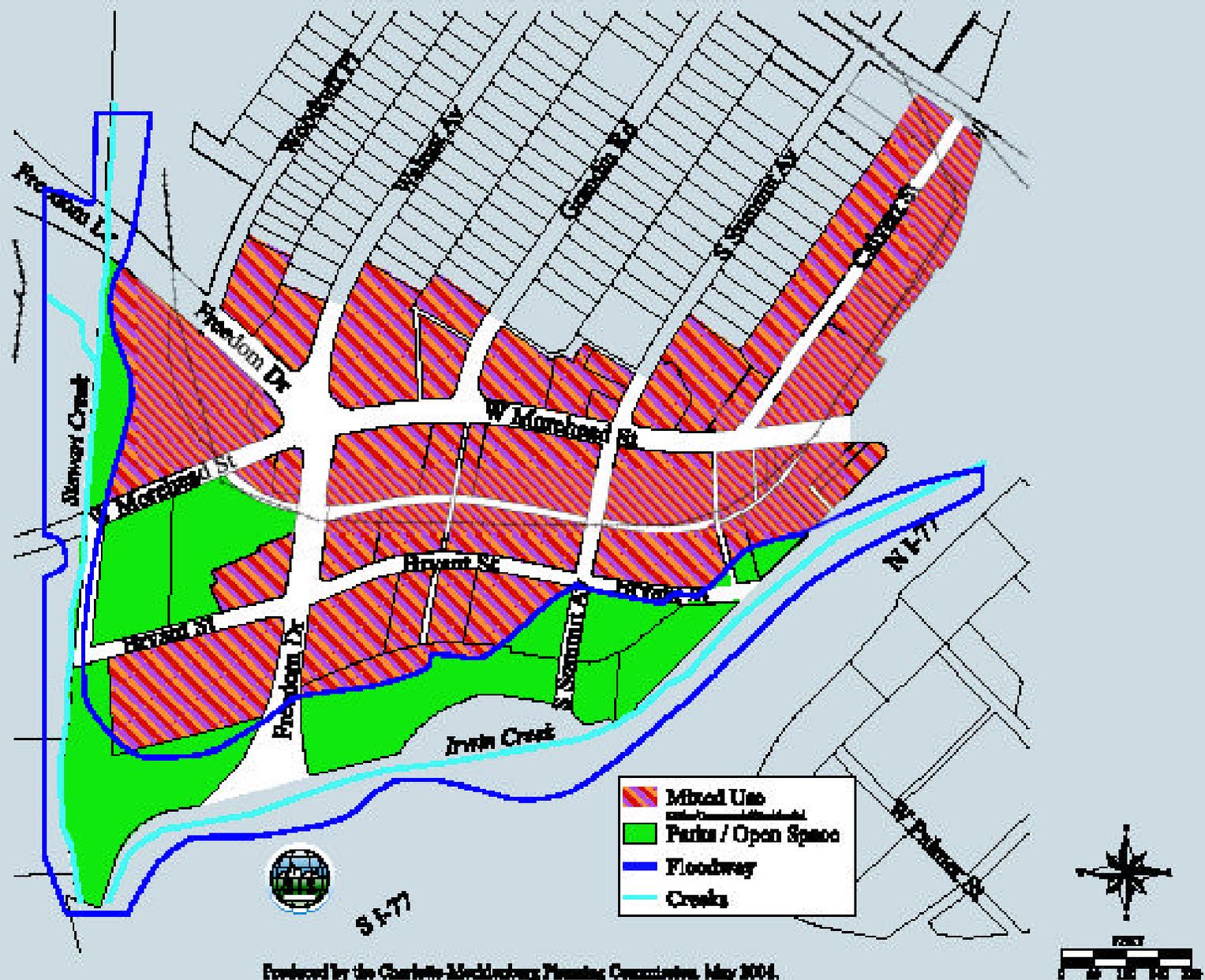
- Mixed-use development is recommended for properties outside of the floodway throughout the Pedscape district. This includes office, retail, restaurant, and residential uses. New development or redevelopment of any one or more of these uses would be permitted.
- Park/Open Space is shown for properties within the floodway from Stewart and Irwin Creeks extending toward Bryant Street. This is similar to the concept previously shown in the *Corridor Plan*, but reflecting the revised floodway mapping. If Mecklenburg County does not acquire parcels for open space, the recommended use for land in the floodway is for mixed use development or associated parking, if developed in accordance with all applicable regulations.

As authorized in the Pedestrian Overlay District section of the *Zoning Ordinance* (section 10.802), nightclubs, bars and lounges are allowed as a principal uses. Within the West Morehead PED overlay district, these uses will be allowed provided that they are located at least 100 feet from any residential structure located in a residential district.

Most of the district is zoned I-1 or I-2 for industrial uses. Some properties already have transitioned to retail and office uses, while other parcels remain in industrial use. There remains potential for new incompatible uses unless the underlying industrial zoning is changed. Rezoning recommendations are defined in Part IV, the Implementation component of this report.

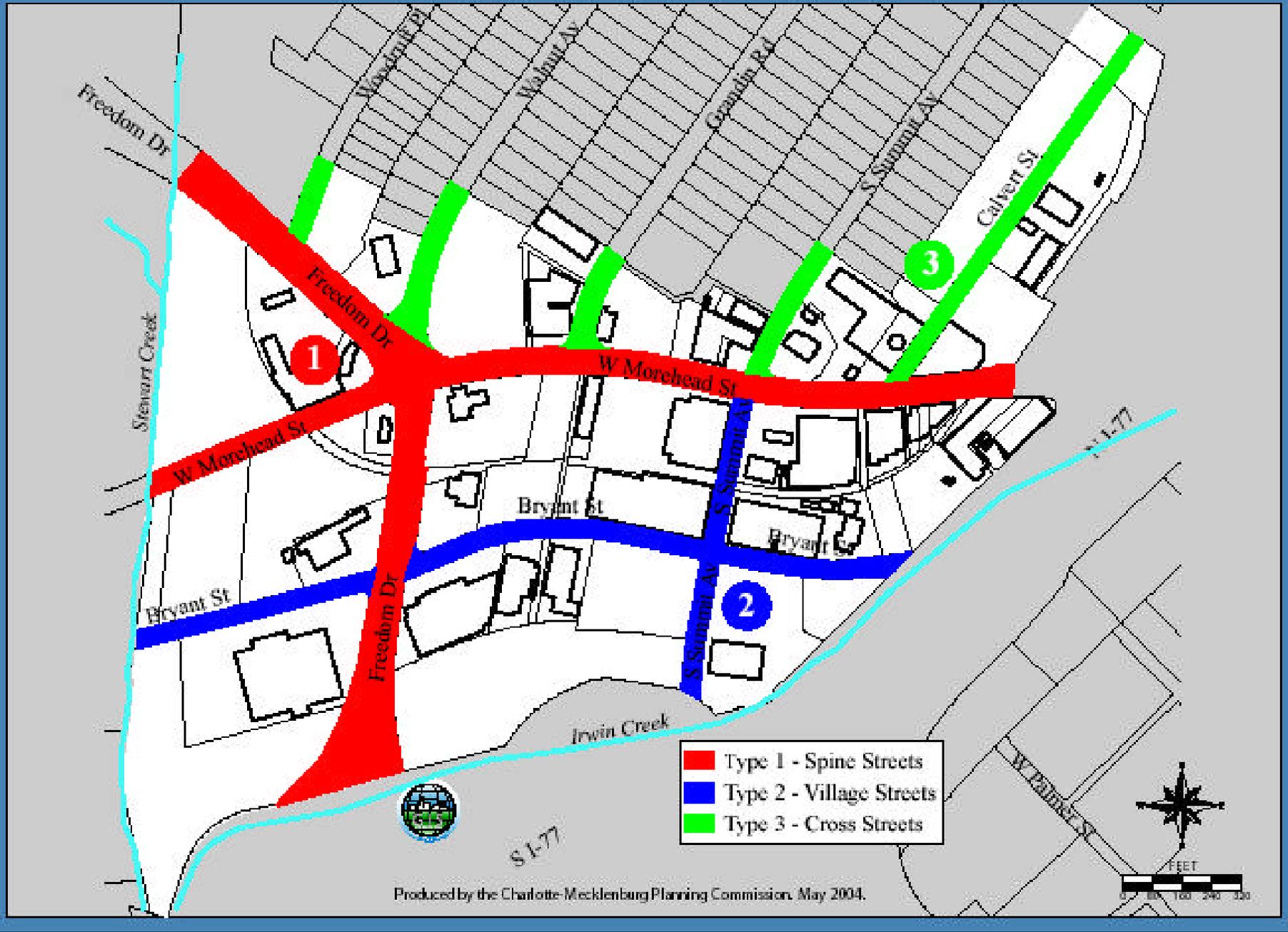
Map 4

West Morehead Pedscape Plan Recommended Land Use



Map 5

West Morehead Pedscape Plan Streetscape Types



4. Recommended Cross Sections and Streetscape Development Standards

The standards in this section supplement the requirements of the PED, MUDD, and UR-C zoning. All of these zoning districts refer to these streetscape standards for new development and changes to existing development. The Streetscape Development Standards are requirements for private development and will be the responsibility of developers or land owners to implement as property in the district is redeveloped or improved. In combination with the development requirements in the zoning text, these standards will provide the primary mechanism for reshaping the streetscape into the pedestrian-oriented environment envisioned for the corridor.

This section recommends future cross-sections for West Morehead Street and other streets in the district, and identifies building setbacks and streetscape standards based on the ultimate curbline location. Work on some streetscape elements is already underway through the *West Morehead Streetscape Project*. City staff will request funding for other improvements to the public right-of-way to make it more pedestrian friendly.

Building Setbacks and Future Street Cross-Sections

The building setback is one of the most important features in defining the character of a streetscape. Different contexts and different street types require different setbacks. Where buildings are set back far from the street, there is a sense of openness, privacy, and in some cases grandeur. Shallower building setbacks, where buildings are closer to the sidewalk, can provide enclosure, intimacy, and opportunities for more interaction between the activity in the building and the people on the street.

The PED text states: “The minimum setback will be measured from the back of all existing or future curbs, whichever is greater.” (Section 10.803.3) The setback area (located between the back of curb and

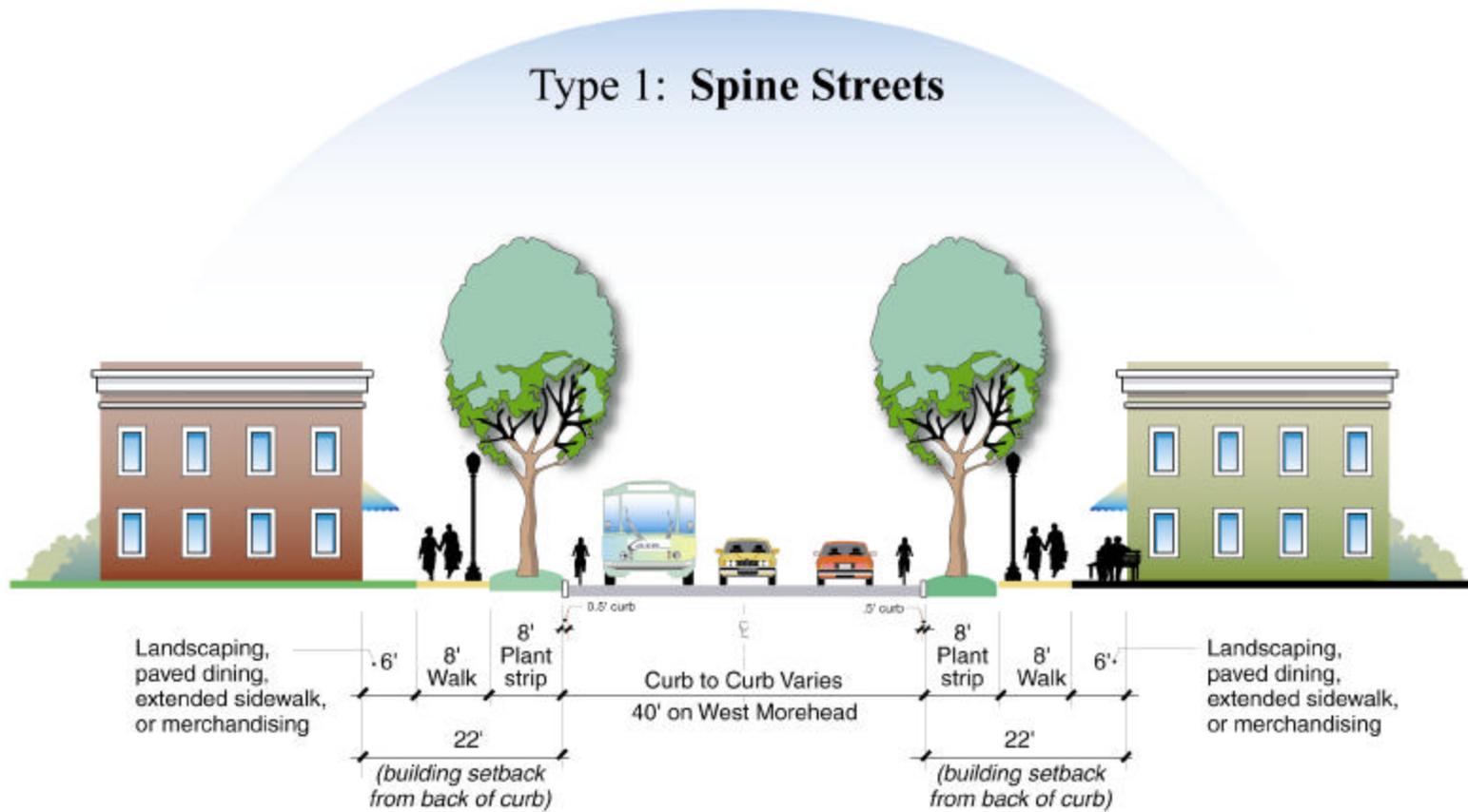


the setback line) will include, at a minimum, the width needed for sidewalks and planting strips and any additional width that is deemed appropriate for the character of the streetscape. Standards for setbacks, sidewalks, and planting strips will be met by developers who undertake new development or major renovations in the area to be zoned PED. The standards also will apply in areas already zoned MUDD and UR-C, because the zoning ordinance for those districts refers to a City Council adopted streetscape plan.

The streets within the West Morehead District are categorized into three types, with setback and cross-section requirements established for each. The types are shown on Map 5.

Tree planting requirements in this section will modify the “Perimeter Planting Requirements” in Section 21-13(C) of the *Charlotte Tree Ordinance*. However, all other requirements of the ordinance will apply to new development in the West Morehead Pedscape Plan area.

Figure 1



Type 1: Spine Streets

West Morehead Street and Freedom Drive, the full length of the district.

Situation: The Type 1 streets are the heart of the West Morehead district, and the major traffic arteries extending to and through the district. Many existing buildings have frontage directly at the sidewalk edge. While largely developed with distinguished older buildings, there remain some vacant or underutilized parcels. These are opportunities for infill and redevelopment.

Curblines: The existing West Morehead Street consists of two travel lanes in each direction. The West Morehead Streetscape project, currently underway, will alter that to one travel lane in each direction, a center lane for left turns and pedestrian refuge, and space for bicycle movement in each direction. This will be accomplished largely within the existing roadway. There will be some street widening on the north side of West Morehead between Grandin Road and Freedom Drive to create a right turn lane. With the completion of this new curblines, the final curblines for West Morehead Street will be set.

The existing Freedom Drive consists of multiple lanes in each direction, including left- and right-turn lanes at various locations. The West Morehead Streetscape project will alter lane configurations somewhat. Among other changes will be elimination of a channellized right turn lane and associated island northbound onto West Morehead Street, and replacement with a standard right turn lane. With completion of these changes, the final curblines for Freedom Drive will be set.

The existing curb locations, as modified by the *West Morehead Streetscape Project*, are the points from which building setbacks along Type 1 streets will be measured. There will be some additional public right-of-way at the street edge around the intersection of West Morehead Street and Freedom Drive, due to lane reconfigurations. This extra right-of-way will be used for streetscape and planting purposes. At these locations, the building setback will correspond to the property line, so long as it is no closer to the curb than otherwise permitted for Type 1 streets.

There is no on-street parking existing or intended on Type 1 streets.

Setback, Planting, and Sidewalk: The minimum setback for this street type is 22 feet from the back of curb. The cross section will include an 8-foot planting strip with street trees planted at a maximum spacing in accordance with the *Charlotte Tree Ordinance*. A sidewalk will adjoin the planting strip. The sidewalk will be a minimum of 8 feet wide except where a narrower width has been constructed through the West Morehead Streetscape Project. The remaining building setback may be used for landscaping, outdoor dining, extended sidewalk area, or merchandising area at developer discretion.

Because sidewalk and planting requirements are different from current conditions in numerous locations, it is expected that transition to the condition outlined in this plan will occur only over a long time as properties are redeveloped. Some key buildings with lesser setbacks likely will remain for an indefinite period. For redevelopment of small mid-block parcels with varying conditions on both sides, retention of existing site features may be authorized by the Planning Director until adjoining parcels are redeveloped, but the building setback must be honored. This is particularly relevant east of Calvert Street, where the road width widens and the existing planting strip narrows.

See Figure 1 for dimensional relationships.

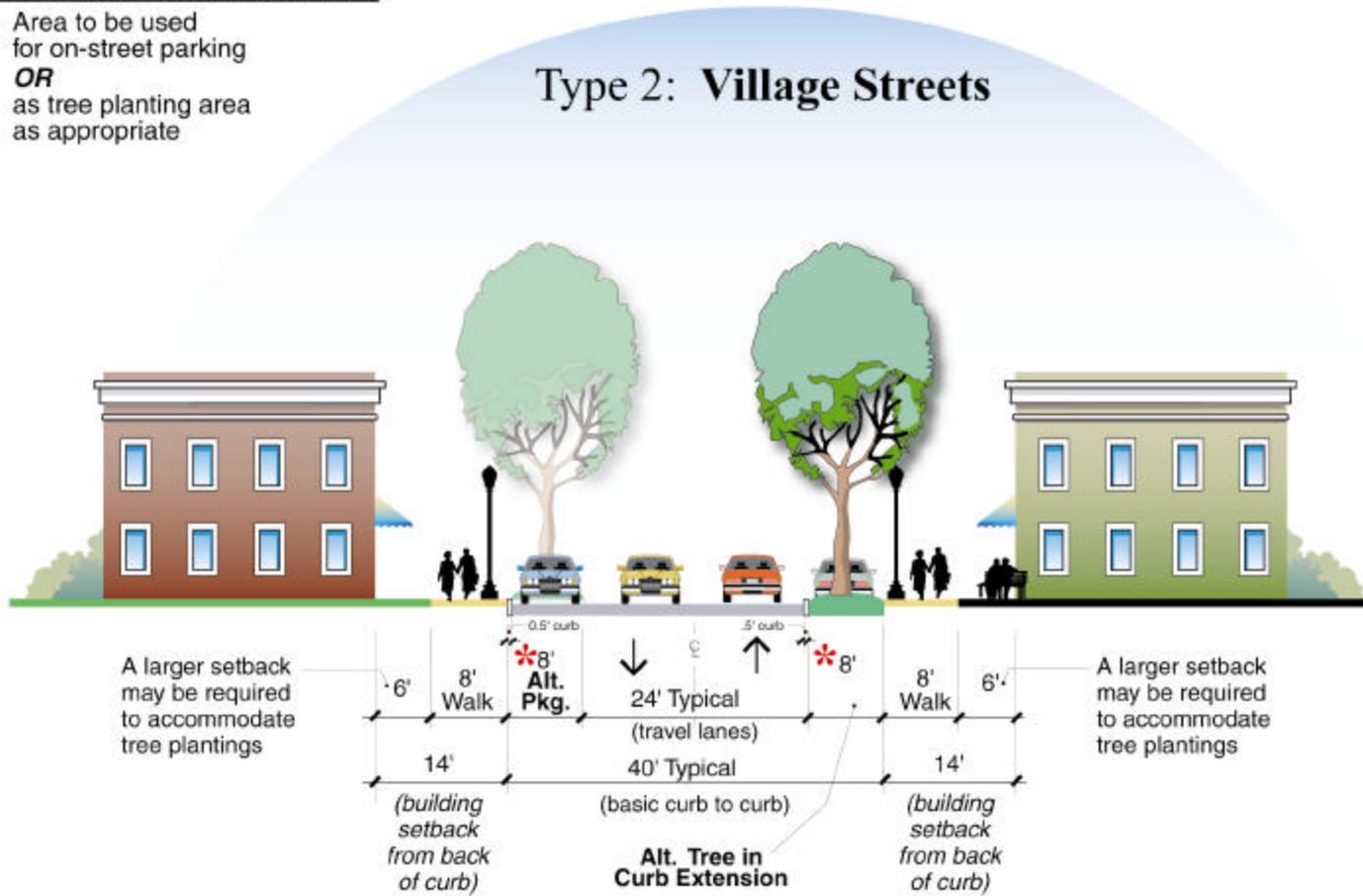


This planting strip, sidewalk, and additional setback is a general model for future development along Type 1 streets

Figure 2

* **Note:** Alt pkg or alt curb extension

Area to be used
for on-street parking
OR
as tree planting area
as appropriate



Type 2: Village Streets

All portions of Bryant Street within the district, and those portions of South Summit Avenue south of West Morehead Street.

Situation: Type 2 streets are the secondary grid streets within the West Morehead District. Properties fronting on these streets are developed with a variety of commercial and industrial uses. They include some vacant parcels, and some areas within the floodway. Existing sidewalks are generally along the curb, with no planting strips. Buildings in some cases are very near to the sidewalk, with little room for additional planting or sidewalk width. The streets currently are used primarily for local property access.

Curblines: The Type 2 streets are mostly about 40 feet in width, sufficient for one lane of traffic in each direction, plus parking on both sides. This plan maintains the existing curb location on the Type 2 streets where they currently are about 40 feet. In those locations with narrower street cross sections, the ultimate curb line is designated as the extension of the line from adjoining blocks to establish a 40-foot cross section.

Setbacks and Sidewalks: The minimum building setback is 14 feet from the back of curb. A sidewalk with a minimum width of 8 feet will adjoin the curb. The remaining 6 feet of building setback may be used for landscaping, outdoor dining, or extended sidewalk area, at developer discretion. Additional setback may be needed in order to meet planting provisions described below for new building construction.

Parking and Planting: There presently are no planting strips along Type 2 streets, and inadequate space to create planting strips where there are existing buildings. The street width generally allows for parallel on-street parking. In an intensive retail or office environment with high turnover in parking spaces, it is generally beneficial to have parking directly adjoining a sidewalk rather than planting. In order to provide for some landscaping and tree canopy along these streets, curb extensions shall be provided along the street edge to create areas for tree planting. These planting areas shall be a minimum of 8 feet

wide and 20 feet long, and must be spaced no more than 100 feet apart. Curb extensions also shall be placed at intersections to narrow the road width for pedestrian crossings, and at driveway cuts to channel turning traffic.

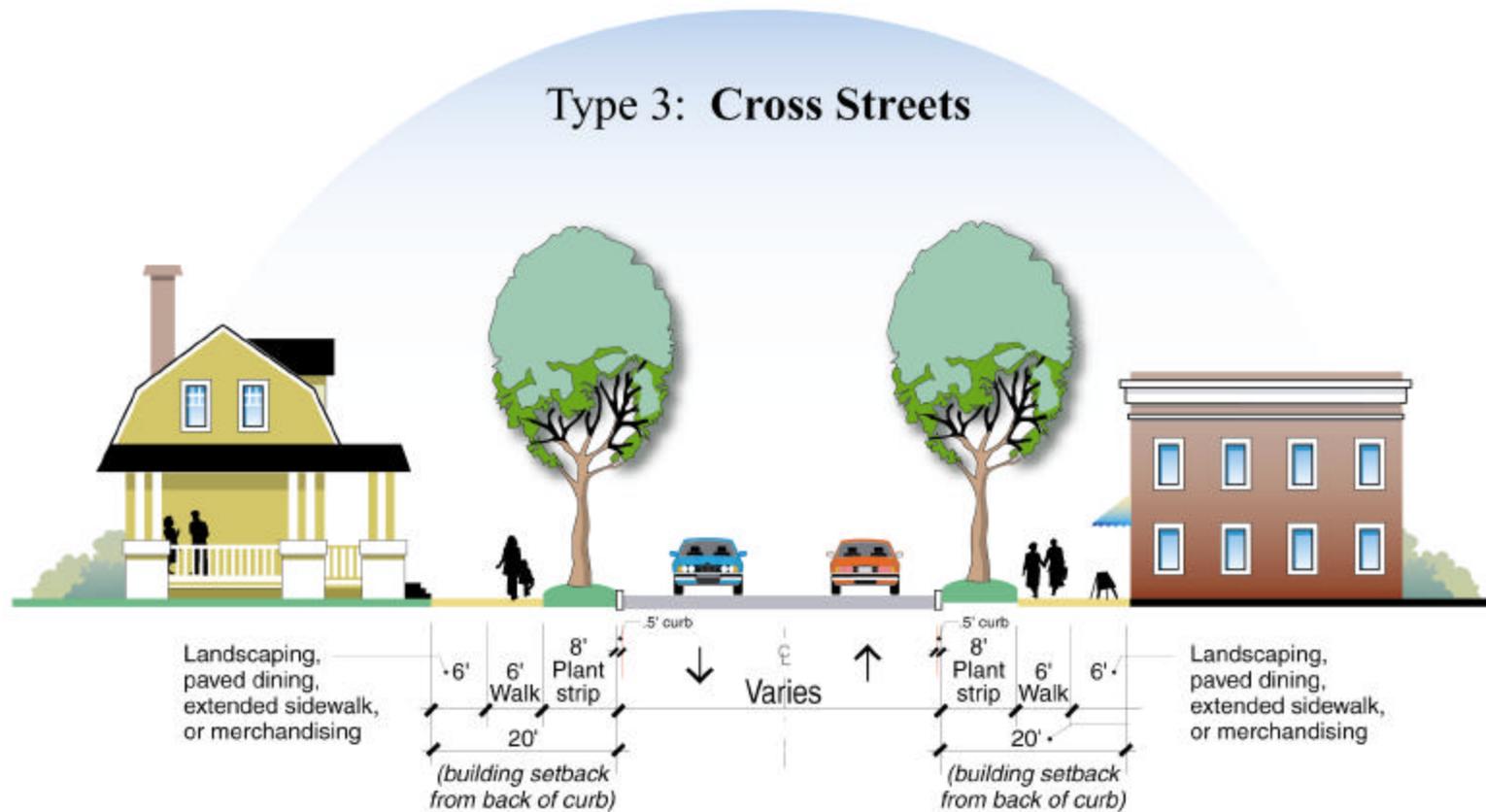
On parcels involving new building construction, developers must make additional provision for tree planting at a maximum spacing in accordance with the *Charlotte Tree Ordinance*. This may be accomplished by any combination of: additional building setback for trees, curbed planters within a widened sidewalk for trees, or larger planting areas in curb extensions for trees in lieu of on-street parking. If required for tree health, trees shall be provided with irrigation, subdrainage, and adequate soil space for roots in accordance with City standards for Urban Retail sites.

The property will be credited with on-site parking spaces equivalent to the number of recessed spaces fronting the property along the curb. However, the spaces will remain available for general public use on an unreserved basis.

See Figure 2 for dimensional relationships.

Transit Alternatives: One option that has been discussed for the future West Transit corridor involves use of Bryant Street for the bus rapid transit or light rail route. A study focused primarily on a nearby commercial area was prepared in August 2003. It was entitled *Wilkinson & West Morehead Station Area: Urban Design Plan*. It proposed use of Bryant Street as a “Transit Only” guideway, with one lane only in each direction and trees along the edges. Should this option be pursued in future transit planning, the curblines and building setbacks proposed for Type 2 will be sufficient to accommodate the transit cross section. However, alternate means of access to existing properties fronting on Bryant Street would have to be provided.

Figure 3



Type 3: Cross Streets

Those portions of Woodruff Place, Walnut Avenue, Grandin Road, South Summit Avenue (north of West Morehead Street), and Calvert Street within the district.

Situation: Type 3 streets are the short street sections within the West Morehead District connecting to the Wesley Heights neighborhood. Most of the street frontage consists of the sides of commercial properties that face West Morehead Street. There are a few small properties further from the intersections that front on these streets. In general, however, these streets are used for access to abutting properties and the neighborhood rather than for general circulation within the District. Existing setbacks vary considerably.

Curblines and Parking: The existing roadways for Type 3 streets are sufficient in width to meet continuing travel and parking needs. Most are about 30 feet from curb to curb, with some as narrow as 24 feet. Most have one lane of traffic in each direction and parallel on-street parking on one or both sides.



The setback for these buildings provides a general model for future development along Type 3 streets

In some cases, parking is allowed on both sides of narrow streets. When sporadic parked cars are present, opposing vehicles are forced to yield to each other, helping to reduce speeds on these streets. If parking utilization becomes too intense, some parking restrictions may be necessary.

This plan maintains the existing traffic lane widths and curb lines in Type 3 streets.

Setback, Planting, and Sidewalk: The minimum building setback for this type is 20 feet from the back of curb. Planting strips are appropriate because retail frontage and parking is less intense than along the more intensely used district streets, and because of the connections to the residential areas beyond. A planting strip with a minimum width of 8 feet will adjoin the curb, with trees required along the curb at a maximum spacing between trees in accordance with the *Charlotte Tree Ordinance*. A minimum 6-foot sidewalk will adjoin the planting strip. The remaining 6 feet of building setback may be used for landscaping, outdoor dining, extended sidewalk area, or merchandising area at developer discretion. This additional setback also will allow for a transition from the urbanized West Morehead District to the traditional front yard areas of the Wesley Heights neighborhood.

Because sidewalk and planting requirements are different from current conditions, it is expected that these streets will transition to the condition outlined in this plan over time. For redevelopment of small mid-block parcels with varying conditions on both sides, retention of the existing features may be authorized by the Planning Director until adjoining properties are redeveloped.

See figure 6 for dimensional relationships.

5. Recommended Streetscape and Pedestrian Improvements

It is expected that streetscape changes will happen incrementally as new development occurs under the PED standards, and as capital improvements are implemented. Where curb lines do not change, new development will be expected to implement new sidewalk and landscaping elements as they occur, except for small mid-block parcels as previously discussed. Otherwise, new development will be set back to allow the new cross-sections to be constructed in the future, and will install sidewalks and landscaping to the extent possible.

Following are recommendations for making streets within the West Morehead district more pedestrian friendly and for continuing the area's economic vitality. These include capital improvement projects, as well as elements of ongoing City programs.

Site- Specific Recommendations

The following recommendations are projects for specific locations, identified as part of the West Morehead Pedscape planning process.

1. Reconfiguration and Landscape Improvement of the West Morehead/Freedom Drive Intersection: The intersection of Freedom Drive and West Morehead Street is a difficult location for pedestrian crossings. Both streets are wide, with heavy traffic flow and very heavy turning movements. As a part of the *West Morehead Streetscape Project*, the channelized right turn lane and associated island from Freedom Drive northbound onto West Morehead is expected to be eliminated. A similar turn lane and island from westbound West Morehead onto Freedom Drive likely will remain in place to handle the heavy right turn traffic demand. This island will be modified to create an improved crossing for pedestrians.



Example of a pedestrian refuge island as recommended for West Morehead Street

It is expected that the *West Morehead Streetscape Project* will make significant improvements to pedestrian flow and safety at this key intersection. The intersection also was identified in the *Corridor Plan* as a key gateway to the West Morehead District. The pedestrian island and extra street right-of-way resulting from curbline changes offer an opportunity for signature landscaping, monuments, and signage for the area.

2. Pedestrian Refuge Medians on West Morehead Street: Pedestrian refuge medians supplement crossings at signalized intersections and provide one of the safest methods to cross the street. The pedestrian only has to look for gaps in traffic in one direction at a time. *The West Morehead Streetscape Project* will reconfigure West Morehead Street to three lanes, one in each direction, with a center lane for left turns and pedestrian refuge. West Morehead Street is a state highway, and restrictions will prevent construction of raised pedestrian medians at present. When appropriate approvals can be obtained, the following pedestrian crossing locations are suggested:

- West Morehead Street just west of the I-77 off-ramp
- West Morehead Street just east of Calvert Street
- West Morehead Street just east of Grandin Road

Pedestrian Islands initially will be painted for an undetermined interim period. When possible, upgrade is recommended.

General Recommendations

There are various improvements to the public right-of-way that can be undertaken by the City to make the West Morehead District more pedestrian friendly. The following are general recommendations for improvements to the public right-of-way that will be the subject of detailed engineering plans and further public input once funding is secured for their implementation.

1. *Bulb-Outs:* Bulb-outs, also known as curb extensions or neck-downs, are an effective way to reduce the crossing distance and increase the sidewalk area for pedestrians at intersections. They also demarcate parking areas, narrow the roadway pavement width and increase the landscape area at intersections, which provides some measure of traffic calming for automobiles.

This plan recommends bulb-outs at intersections in the PED area where on-street parking exists and where there is adequate roadway width to provide this extension of the curb area. There are some bulb-outs in place on parts of Bryant Street. Bulb-outs in other Type 2 and 3 locations could be installed as soon as public funds are available and appropriate engineering design studies are complete.

2. *Marked Cross-Walks and Other Pedestrian Improvements:* In addition to the crossing treatments recommended above, the existing cross-walks at major intersections need to be enhanced to make them more apparent to pedestrians and drivers.

3. *Pedestrian-Scale Lighting:* Typical streetlights illuminate the roadway, but do not provide significant lighting for the pedestrian area of a street. Pedestrian-scale lighting is shorter in height than typical streetlights, and is designed to provide lighting for the pedestrian area. It should be installed in the public right-of-way along West Morehead Street, and in other areas with priority given to the highest pedestrian and redevelopment activity.

4. *Bicycle Parking:* Because of its convenience to nearby neighborhoods, many residents can travel to the stores and restaurants in district by bicycle. There is only limited bicycle parking for these patrons. The City of Charlotte is undertaking a revision to the Zoning Ordinance that would require bicycle parking in new developments, just as automobile parking is required. However, there are many existing businesses that will not redevelop in the near future and will not be required to retrofit bicycle parking on their property, even if a new bicycle parking standards are added to the ordinance.

This plan recommends that the City of Charlotte identify appropriate locations and install racks for short-term bicycle parking in or near the public right-of-way. Readily visible bicycle parking will be especially useful for those businesses whose doors front on the sidewalk, since cyclists are most likely to park where their bicycles can be seen from their intended destination.

5. *Street Trees:* Street trees should be planted in the public right-of-way where there are opportunities for new or replacement trees.

6. *ADA/Curb Ramps:* ADA ramps generally are in place throughout the district. At some corners, the ramps were built with a single ramp leading diagonally into the intersection rather than with separate ramps leading across each street. The City of Charlotte should conduct an inventory of existing ADA curb ramp locations and alignments to assess needs for new construction or realignment of these ramps.

7. *Benches, Trash Cans:* The City also should install public benches and trash cans in appropriate high-pedestrian traffic locations.



Long Term Recommendation

Utility Line Consolidation/Relocation: Overhead utility lines are one of the most prominent and unsightly features of the West Morehead streetscape. Citizens, staff and developers have voiced interest in having the utility lines buried and/or moved out of the right-of-way in principal commercial corridors.

This plan recommends that utilities be relocated, to alleys where possible, or out of the street right-of-way, and/or buried within the West Morehead District.

The main obstacle to removing utility lines, however, is cost, which is estimated by Duke Power to be around \$3-4 million per mile along a major thoroughfare. Utility companies may be willing to move overhead utility lines, but will not assume the cost themselves. The Charlotte-Mecklenburg Planning Commission has convened a group to look at the costs and develop a policy for relocating or burying utilities, but at this time there are no budgeted public funds for such efforts.



WEST MOREHEAD LAND USE & PEDSCAPE PLAN

Volume 2: Implementation Plan

Volume 2: IMPLEMENTATION PLAN

This section outlines the key actions that are needed to implement the recommendations in Parts I through III of this plan. This section on implementation will not be adopted by elected officials, but many of the actions identified will require future action by City Council. These items will be brought forward on a case-by-case basis for Council approval.

The work of transforming the West Morehead streetscape will occur over many years and will require the efforts of local government, private property owners, residents, and developers. The following is an outline of the responsibilities of the public and private sectors for implementing the Pedscape Plan.

1. Public Sector Responsibilities

The public sector will provide the policy basis, the oversight and some infrastructure improvements for the implementation of the plan. However, the major changes to the corridor will become evident only as private investment begins to fill in the framework that the community and the City of Charlotte have laid out in this Plan. Local government will provide some investment in streetscape amenities that can be accommodated within the existing right-of-way. The *West Morehead Streetscape Project* was approved by City Council in 2001, and already is providing for construction of new roadway cross sections. Public investment for other sections may not occur until design details are in place and funding is available, and until significant private redevelopment for the area has been demonstrated.

The Charlotte Area Transit System (CATS) is engaged in planning for the West Transit Corridor, in consultation with other City departments. Implementation of this transit line is an important element for the West Morehead District.



Transportation Network and Streetscape Infrastructure

The following streetscape improvements can be implemented by the City of Charlotte pending commitment of capital improvement funding. The Charlotte-Mecklenburg Planning Commission and/or the Charlotte Department of Transportation will be responsible for submitting requests for funding of these projects and initiating engineering plans for these recommended improvements:

- Pedestrian, bicycle, and roadway improvements
- Construction of recommended bulb-outs
- Installation of pedestrian refuge medians
- Installation of bicycle parking racks in public right-of-way
- Construction of ADA/curb ramps
- Installation of gateway landscaping
- Installation of trash cans

The *West Morehead Streetscape Project*, currently underway, will result in implementation of a number of these items.

Land Use and Community Design

Pedscape Plan Adoption and Overlay Zoning District: The Planning Department, in consultation with other City departments, is responsible for the preparation of this plan, and for guiding it through the adoption process.

The Planning Department also is responsible for initiating and guiding the rezoning process for adoption of the PED overlay district. The PED overlay zoning is recommended for the entire district, as noted on Map 6.

Proposed Corrective Rezonings: Most of the district is zoned I-1 and I-2 for Industrial uses. Substantial portions have transitioned to retail and office uses consistent with the vision for the district. Indeed, the PED overlay is intended to encourage and support this continuing redevelopment.

As previously discussed in the Recommended Land Use section of this report, one critical implementation measure is publicly initiated rezoning consistent with the land use recommendations. There remains potential for new uses that are incompatible with the vision for the area unless the underlying industrial zoning is changed. The recommended changes to the underlying zoning, as shown on Map 6, are as follows:

- The majority of the district should be rezoned to B-1 Neighborhood Business. This zoning district will permit the uses expected within an intense mixed-use pedestrian oriented village, while providing neighborhood protection from new automobile oriented uses and adult establishments.
- A portion of the district along Bryant Street and west of South Summit Avenue remains occupied predominantly by continuing viable warehouse/distribution uses. To facilitate full continuing operation by these businesses while protecting against development of more noxious heavy industrial uses, the underlying I-2 General Industrial zoning should be replaced by I-1 Light

Industrial in the area indicated on Map 6. Warehouse and distribution uses within enclosed buildings are permitted in the I-1 district. Any existing use will be permitted to remain as an existing nonconforming use even if at odds with the land use vision or zoning. The PED overlay still will allow for redevelopment of these properties for mixed use in the future.

Monitoring/Reviewing New Development Plans (on-going): The Planning Department and other City departments will be responsible for the on-going plan review for new developments within the Pedscape Plan area, as prescribed in the PED zoning standards. This responsibility will include ensuring that the standards of PED and this plan are met by developers.

2. Private Sector Responsibilities

The private sector will be responsible for pedestrian-friendly development that is consistent with PED zoning requirements and the development standards of this plan. As soon as the PED rezoning has been approved, development under the PED standards will be required for all new development and major renovation on the corridor.

Map 6

West Morehead Pedscape Plan
Proposed Rezoning

