



Citizen Advisory Group  
Meeting 9: Recommendations Follow-up  
July 14, 2011

CHARMECK.ORG

# Meeting Agenda

1. Background Review
2. Land Use
3. PED Overlay
4. Transportation & Streetscape
5. Group Breakouts
6. Wrap-up





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# Background Review



*Midtown*



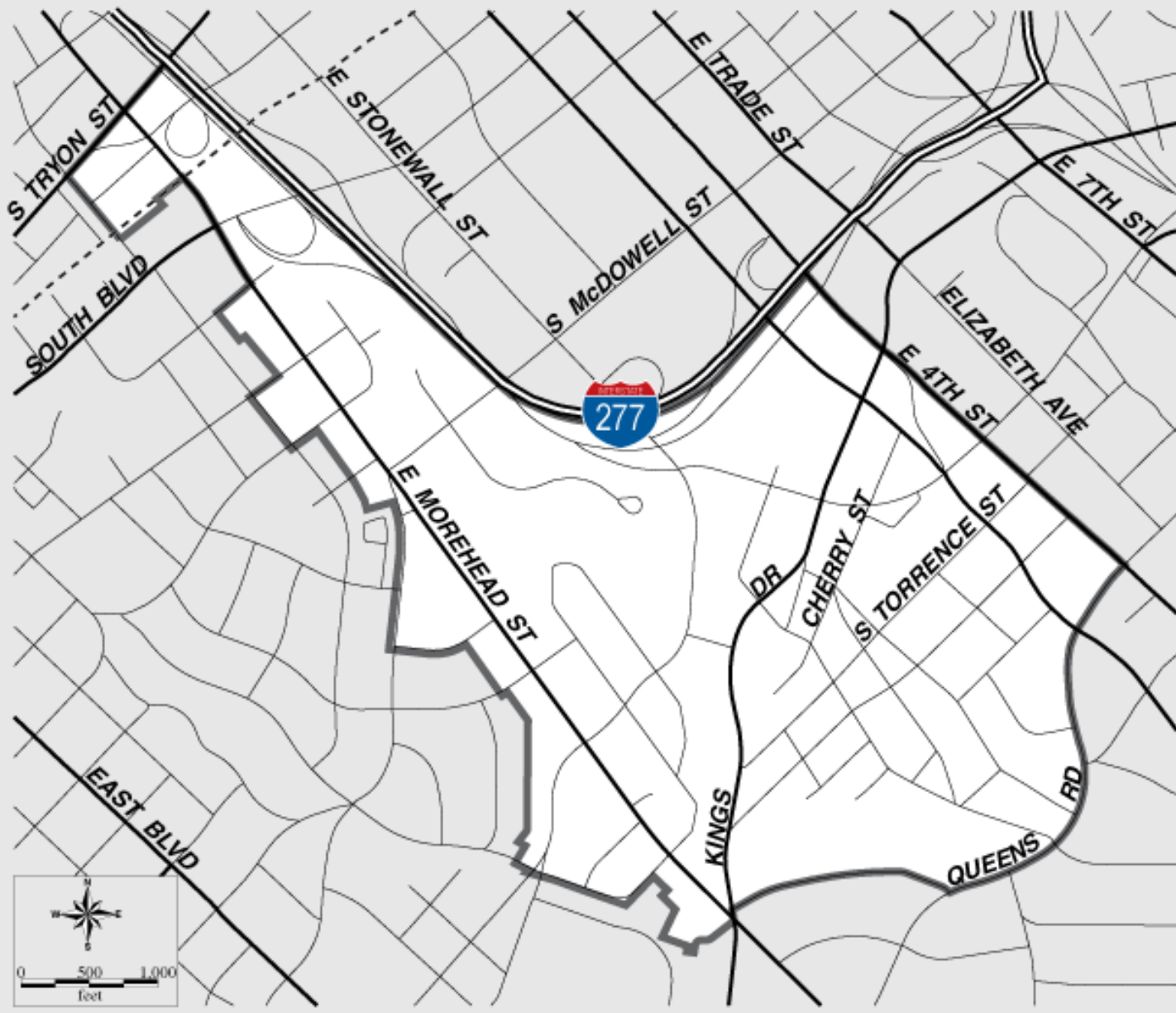
*Morehead*



*Cherry*  
area plan

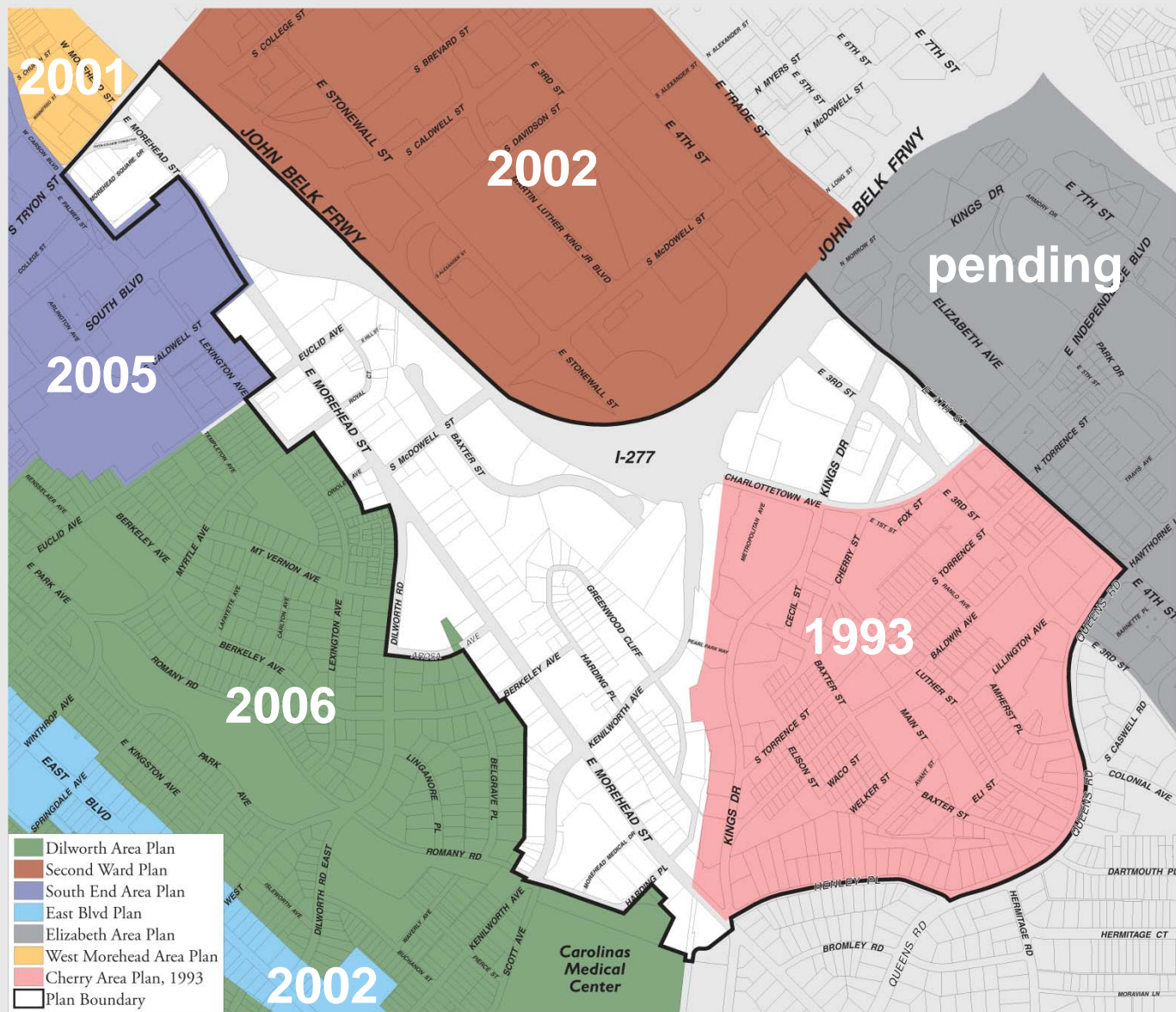


# Midtown Morehead Cherry Area Plan





# Midtown Morehead Cherry Area Plan







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# Dilworth plan, 2006

Morehead

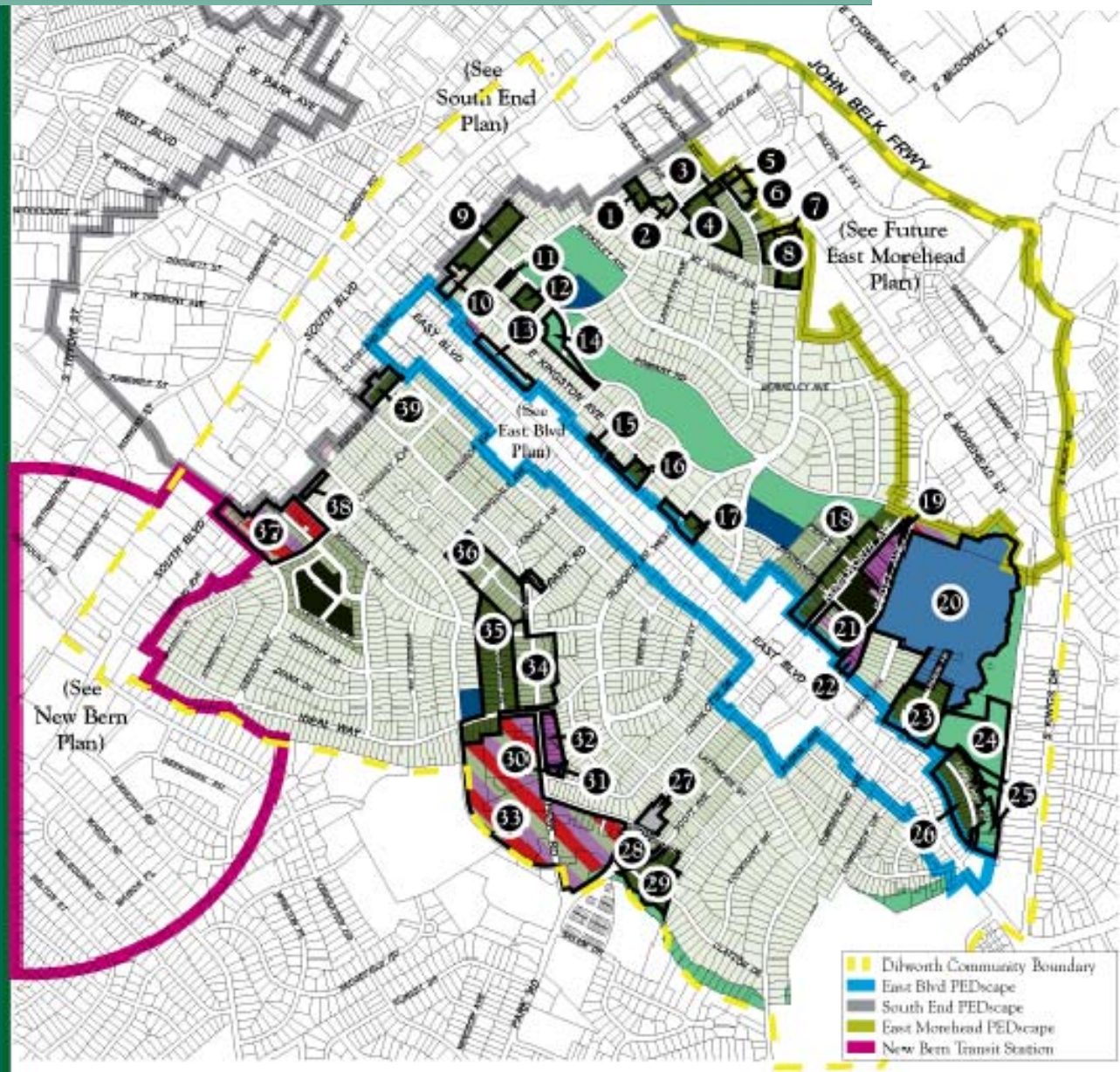


## Dilworth

Land Use & Streetscape Plan



Charlotte-Mecklenburg Planning Commission  
Adopted by Charlotte City Council June 26, 2006



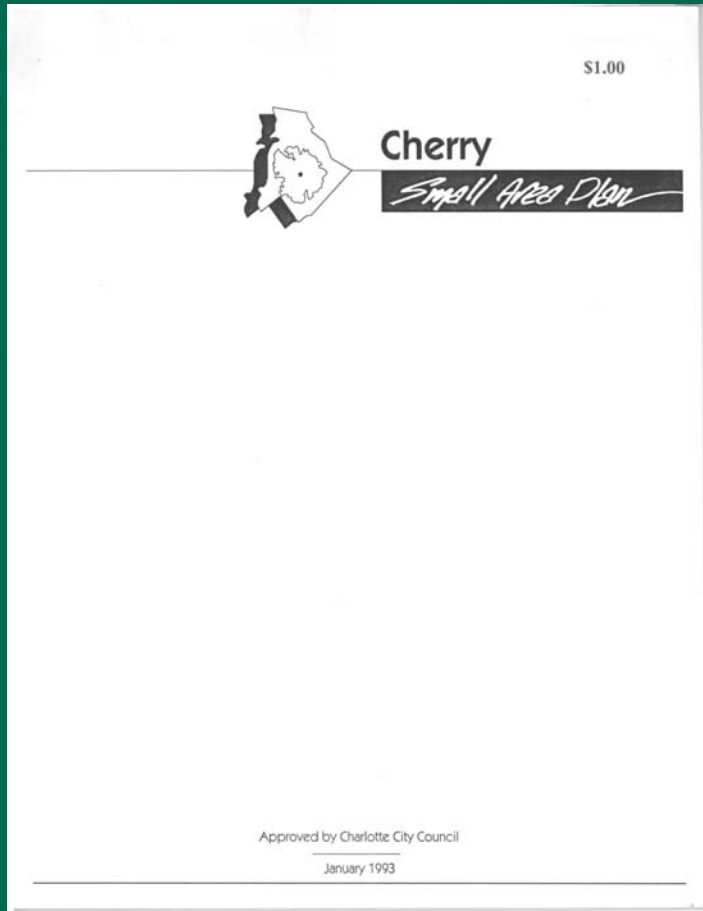




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# old Cherry plan, 1993

Cherry  
area plan





# Citizen Advisory Group



- The purpose of the CAG is to help shape the area plan's goals, objectives, and recommendations.
- The CAG has met 9 times over the past 7 months. Each meeting focused on specific topics and issues.



# Plan Development Process







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# Charlotte Observer Sunday, July 10



ERIN SMITH - erin.smith@charlotteobserver.com

The Little Sugar Creek Greenway, with recent improvements from Morehead to Midtown, is a strength for nearby neighborhoods.

## Bringing neighborhoods together

Midtown, Morehead and Cherry have a lot to offer, but they would benefit from common identity.

BY KAREN SULLIVAN  
ksullivan@charlotteobserver.com

With demand still strong for properties in or near uptown as the region grows, city planners have begun developing a land-use plan for a prime location that might be hampered by an identity crisis.

Midtown, Morehead Street and the Cherry neighborhood have attractive qualities that together would allow them to compete with sought-after close-in communities such as South End and Elizabeth, according to a land-use consultant's market analysis.

The area has skyline views and a location that is convenient, neighborhood-oriented and surrounded by affluent neighbors such as Dilworth and Myers Park.

### Area plan meeting

A citizen's advisory group will present preliminary recommendations for the proposed Midtown Morehead Cherry Area Plan. The meeting will be held at 6 p.m. Thursday at Pleasant Hill Baptist Church, 517 Baldwin Ave. (corner of Baxter Street). RSVP by July 12 to Crissy Huffstickler at 704-336-4697 or [chuffstickler@ci.charlotte.nc.us](mailto:chuffstickler@ci.charlotte.nc.us).

The challenge could be helping others to see the area as one community.

"Each area has a distinct identity," said Kent Main, the Charlotte Planning Department's project manager for the Midtown Morehead Cherry Plan. "We're trying to work with all of them individually and together."

The consultant urges the city to put the three communities on the map.

"Perhaps the most significant challenges can be found in the lack of a true sense of location within the study area, as it represents somewhat of a 'tweener' location, largely lacking a character or identity unto itself (parts of the Cherry neighborhood being the exception)," the consultant said.

The city of Charlotte is developing the area plan for Midtown Morehead and Cherry as a policy guide for growth and development in the three adjoining neighborhoods.

A citizen's advisory group has been meeting since January to help shape goals, objectives and recommendations.

The group is scheduled to present its preliminary recommendations on Thursday.

The City Council is scheduled to review and adopt the plan by the end of this year. The plan is expected to include a vision for transportation, community design, parks, infrastructure and other features.

See Plan, 3M





# CAG Meeting Schedule

- Thu, Jan 20 Vision
- Thu, Feb 10 Vision & Land Use
- Thu, Mar 3 Economics/Market Study
- Thu, Mar 24 Transportation
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- TBA PUBLIC MEETING

All meetings 6 pm, Pleasant Hill Baptist Church



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# Area Likes

From earlier presentations







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# Tree canopy along East Morehead; buildings and parking beyond







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# South End streetscape as a model







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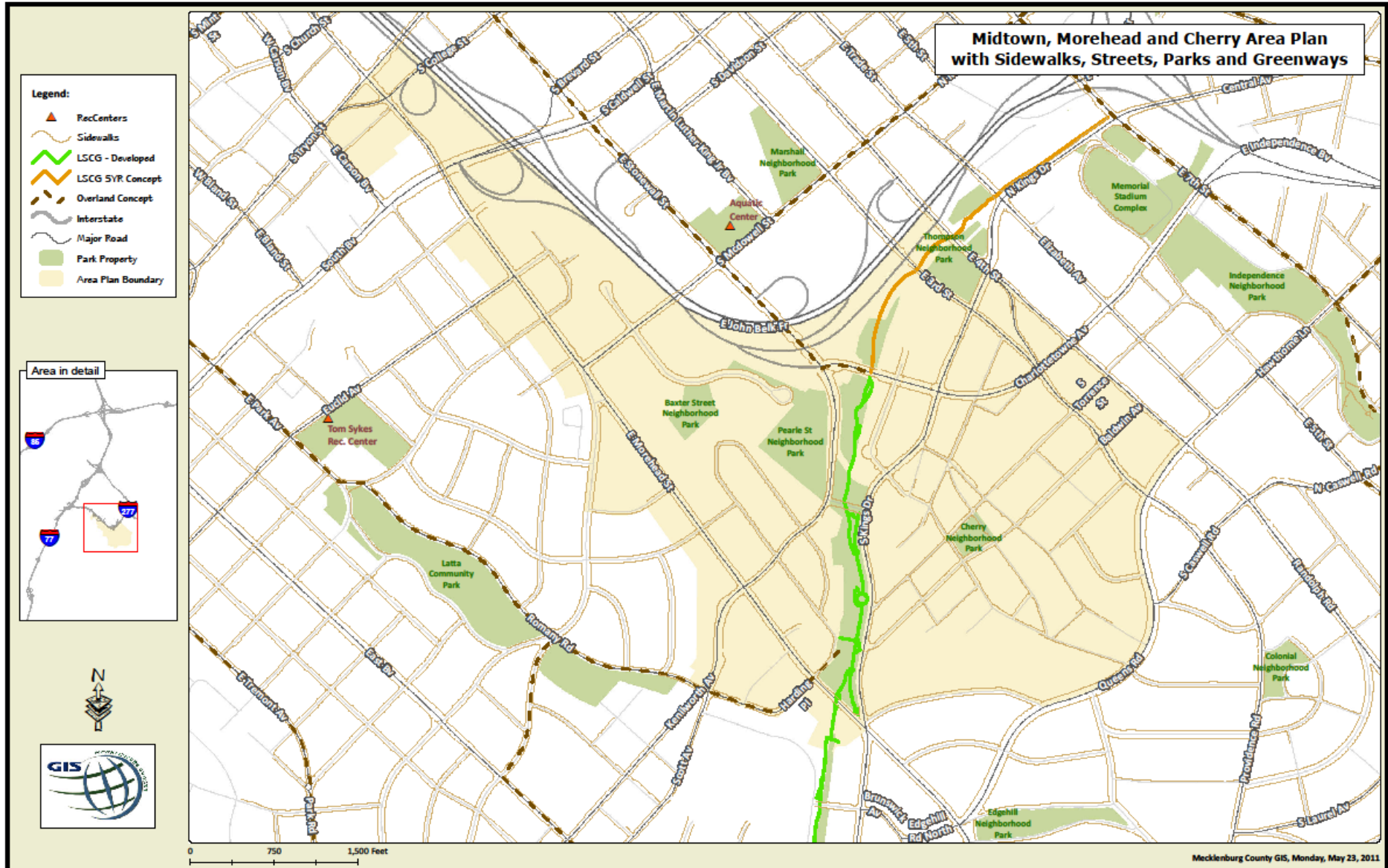


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## For streets within Cherry







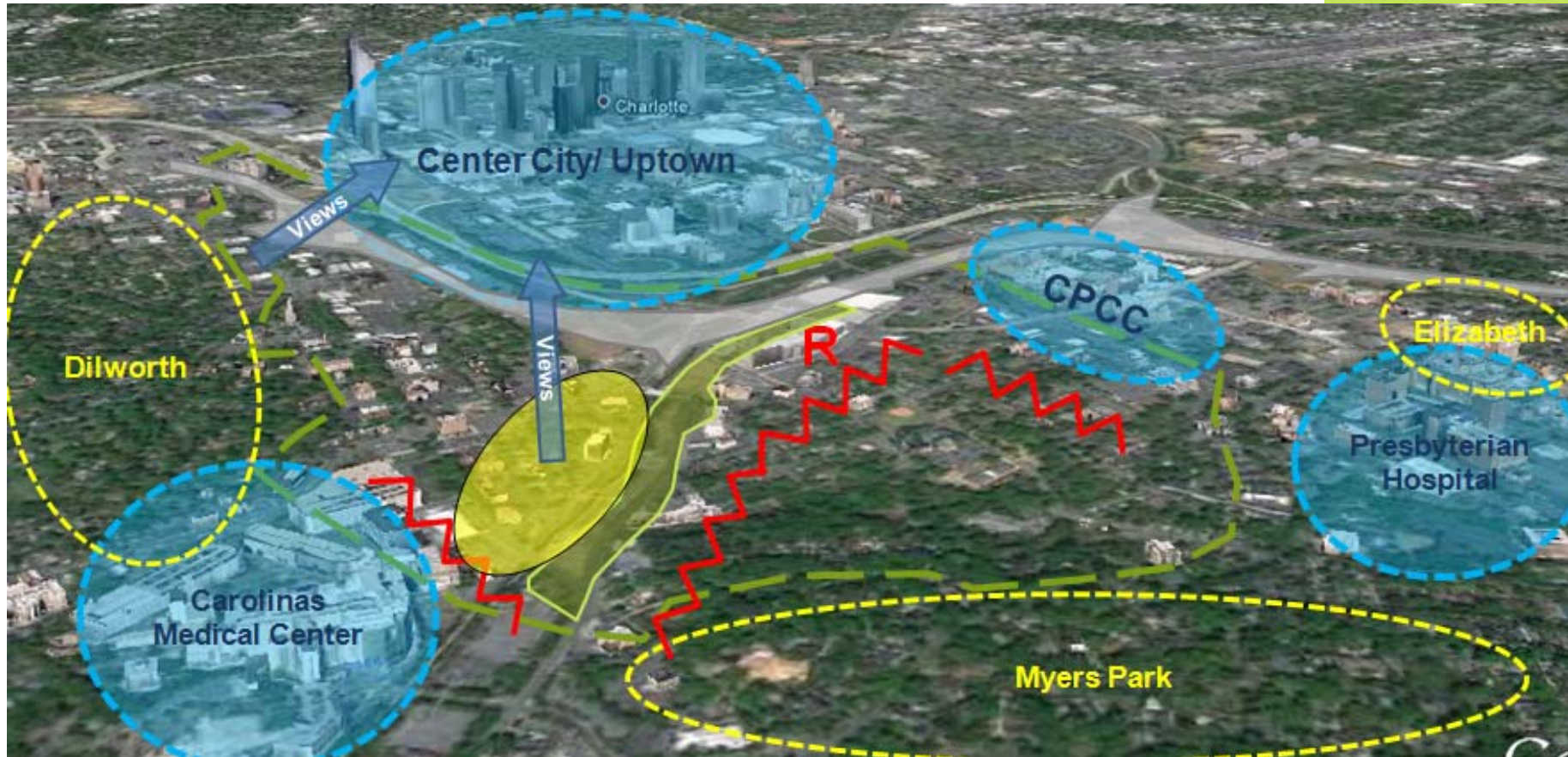
# Charlotte- Mecklenburg Planning Department

## Midtown Morehead Cherry Market Analysis





# Many Strengths, Few Challenges





# Retail Opportunities

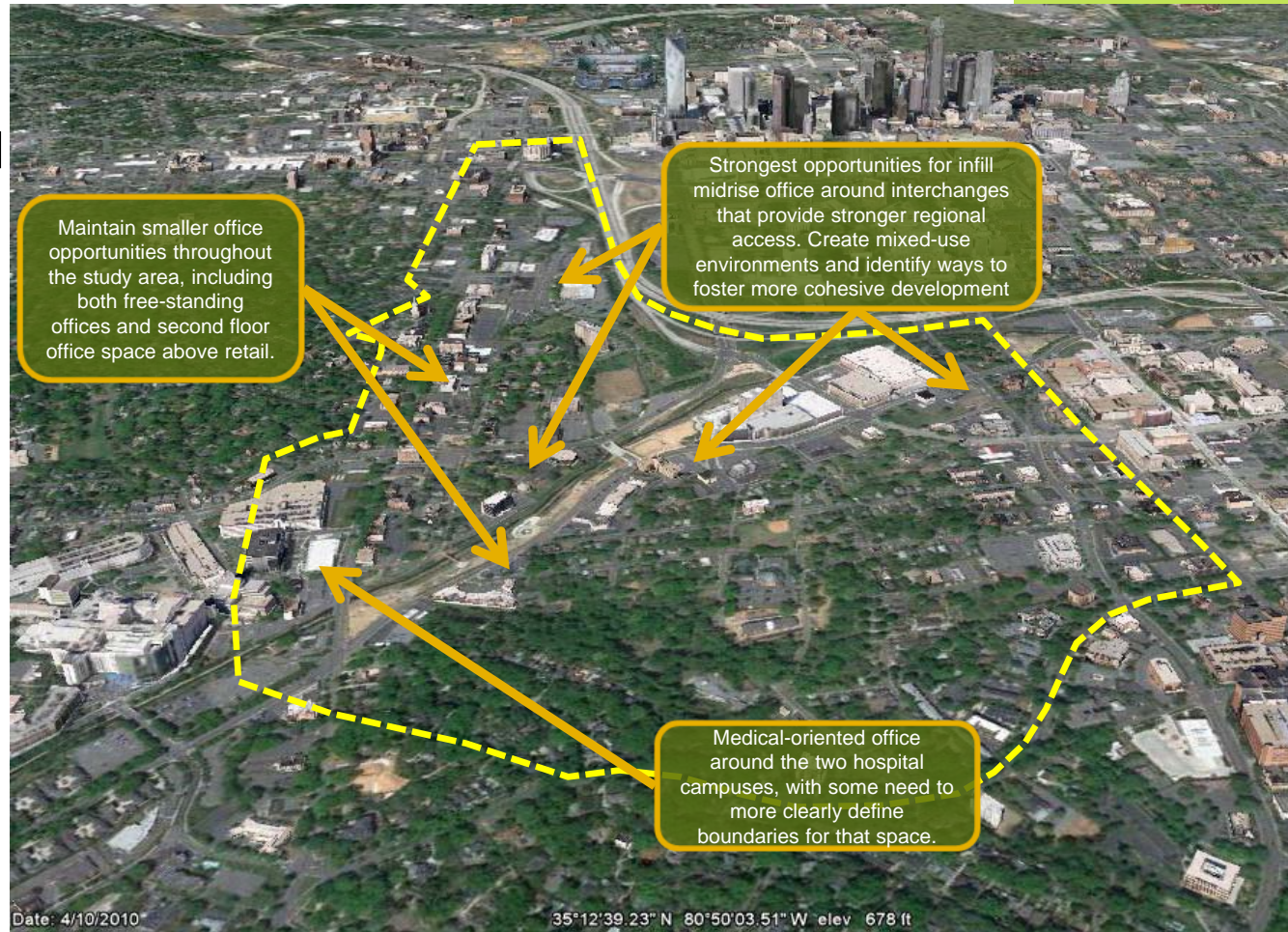
- Fairly limited overall
- Potential Big Box around W. Morehead
- Smaller boxes in old Expo space?





# Office Opportunities

- Greatest opps will remain for smaller office users priced or opting out of Center City
- Take advantage of high quality of life
- Create mixed-use opportunities
- Medical office will remain a growing opportunity





# Rental Apartment Opportunities





# For-Sale Residential Opportunities





# MMC Vision

The Midtown Morehead Cherry Area is a diverse community of residents, businesses, and institutions located just south of Uptown Charlotte. The Little Sugar Creek Greenway provides a common amenity and focal point for continued evolution as sustainable, pedestrian-friendly mixed use neighborhoods surrounding and interacting with Uptown. The area is composed of three neighborhoods, each with distinct character and aspirations.

- **Midtown** is emerging as an urbanized district drawing energy from Uptown, Elizabeth Avenue, and nearby hospital and community college campuses. It seeks to evolve as a pedestrian-oriented gathering place for surrounding neighborhoods and the larger city where people live, work, play, and shop, building upon the greenway, farmers market and natural features, while establishing a respectful transition to the Cherry neighborhood.
- **Morehead** was a primary residential street of historic Dilworth which has become an office and mixed use element of the community. It has distinctive wide setbacks and dense mature tree canopy along East Morehead Street which should be maintained. It seeks to become more pedestrian friendly and strengthen its mix of uses, while still preserving its historic character and sensitivity to the scale of the Dilworth neighborhood.
- **Cherry** began in the late 19<sup>th</sup> Century on the outskirts of Charlotte, and became one of the City's earliest African American neighborhoods. As it increases in cultural diversity, it seeks to:
  - preserve its history and character,
  - stabilize its existing single-family housing,
  - continue to provide viable affordable housing opportunities,
  - retain its close-knit community spirit,
  - enhance its pedestrian network and tree lined streets, and
  - protect its fragile edge from intrusion of higher density uses incompatible with its residential character and scale.





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# Land Use



*Midtown*



*Morehead*



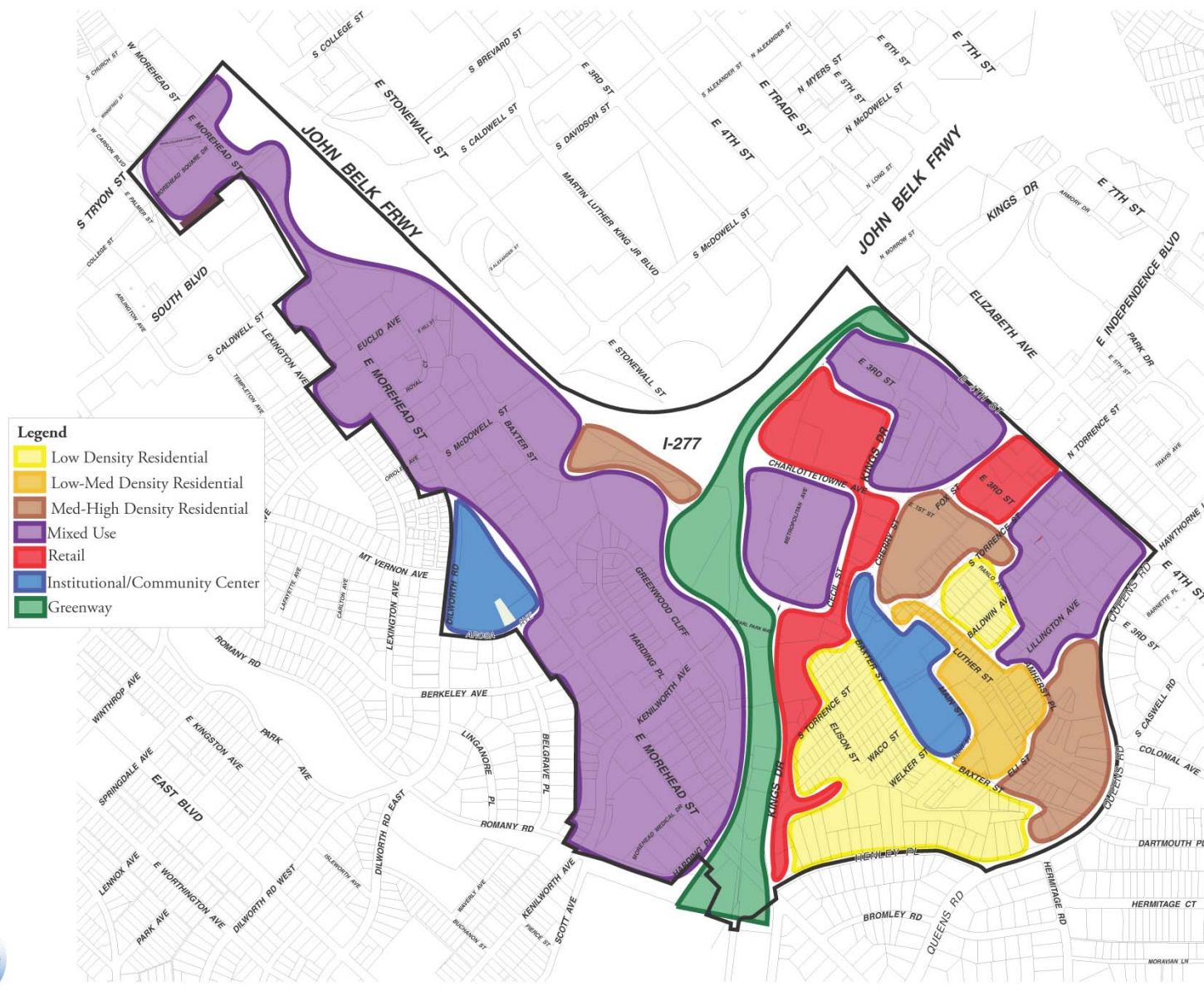
*Cherry*  
area plan

# Midtown Morehead Cherry Area Plan





# Midtown Morehead Cherry Area Plan



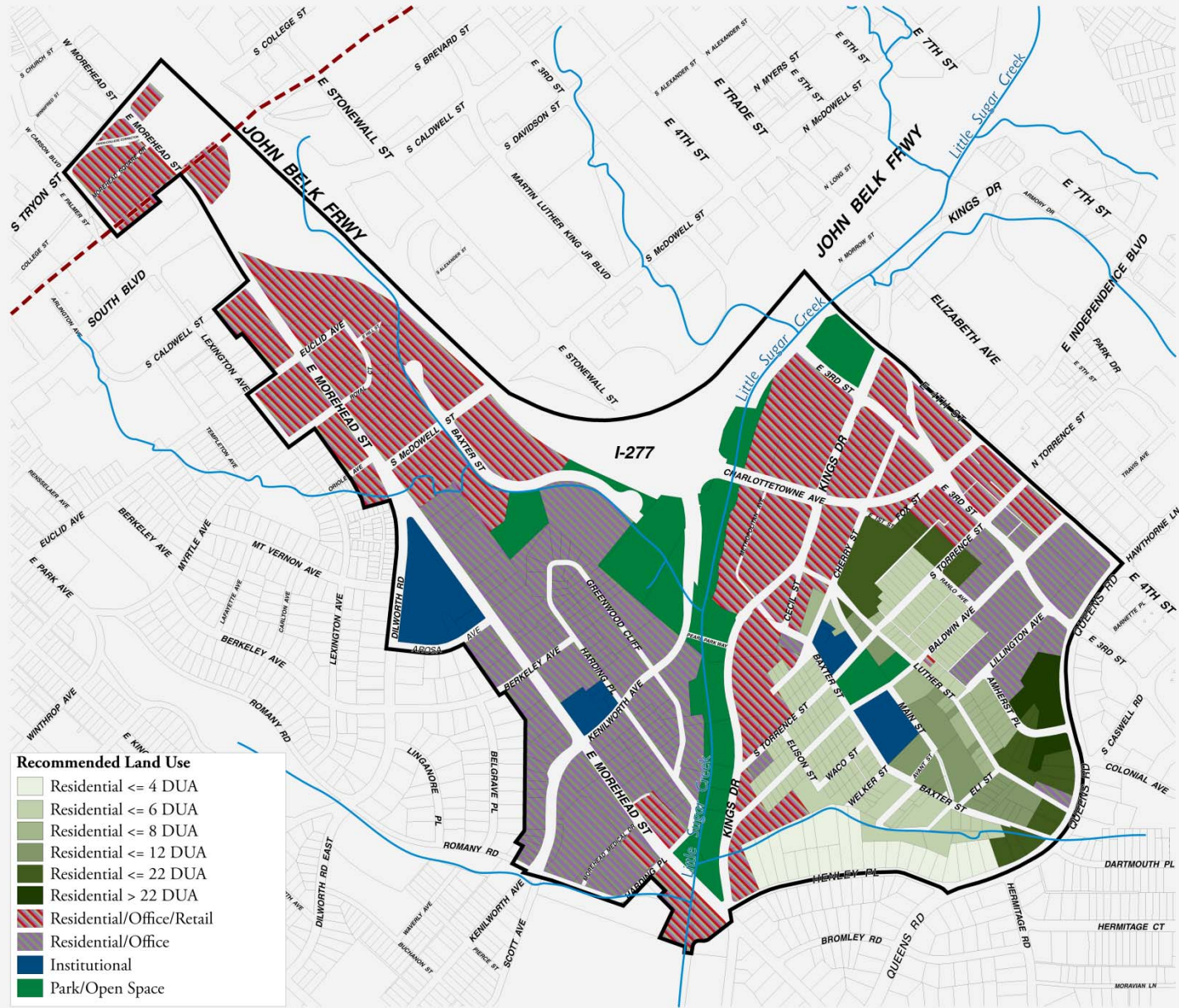
*Produced by the Charlotte-Mecklenburg Planning Department, November 16, 2010.*



Concept - Existing Adopted Land Use



# Midtown Morehead Cherry Area Plan



*Produced by the Charlotte-Mecklenburg Planning Department, June 23, 2011.*



### Recommended Future Land Use





**Recommended Land Use**

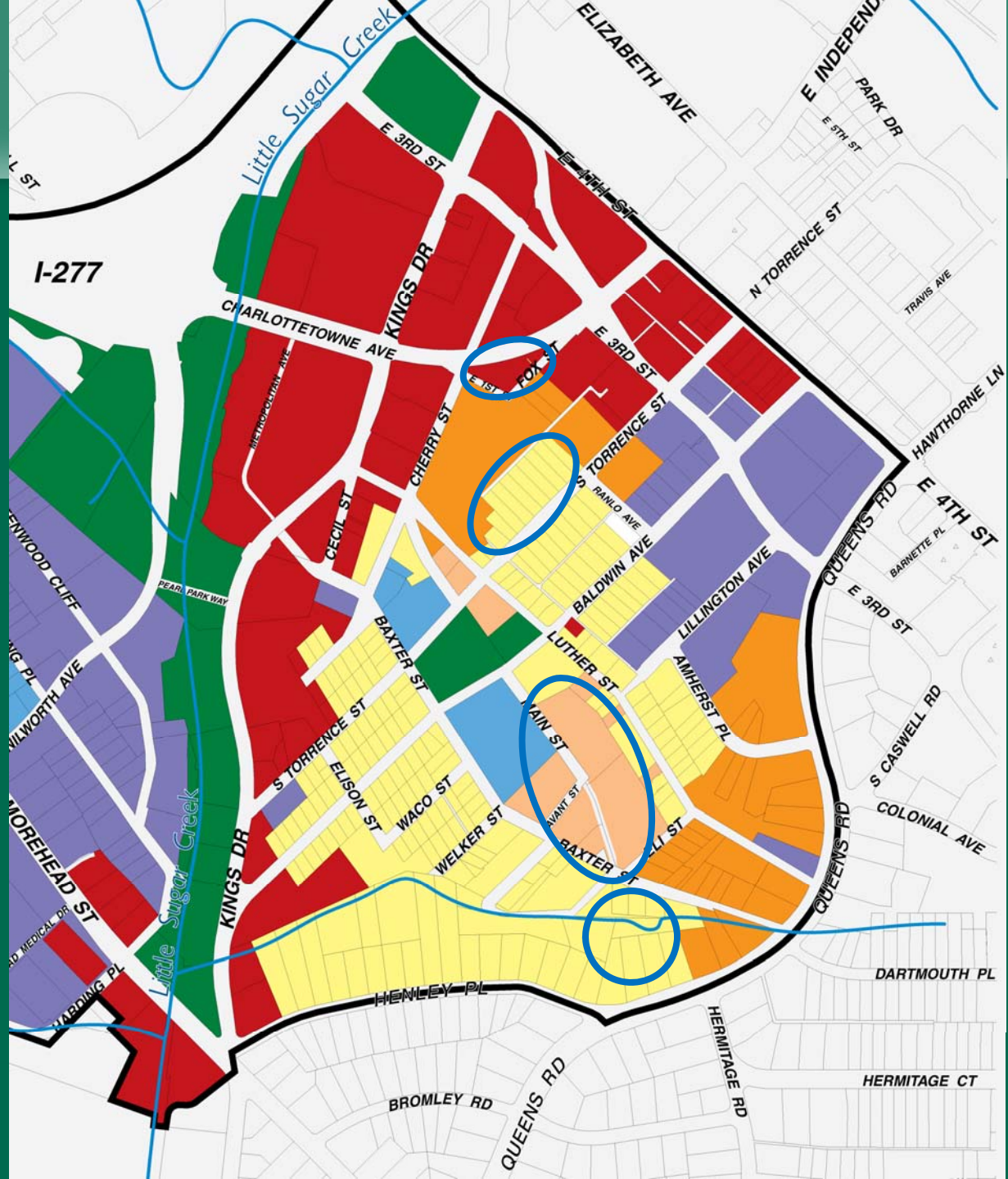
- Low Density Residential
- Low-Medium Density Residential
- Medium-High Density Residential
- Retail/Office/Residential
- Office/Medical/Residential
- Institutional
- Park/Open Space



### Recommended Future Land Use

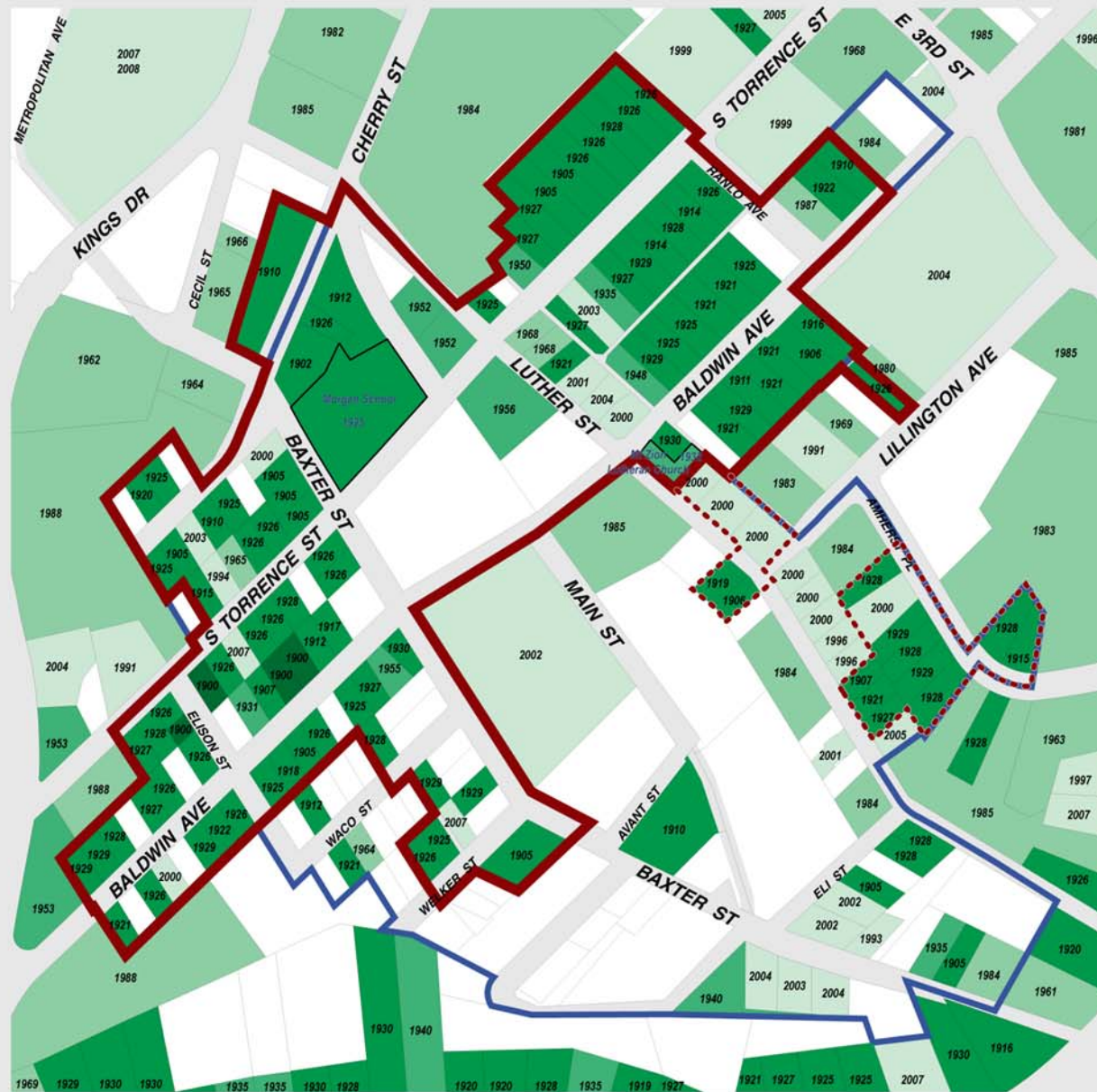
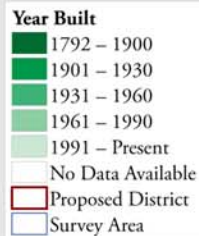


# Focus on Cherry Land Use Recommendations





# Midtown Morehead Cherry Area Plan





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# Pedestrian Overlay



*Midtown*



*Morehead*



*Cherry*  
area plan



- PED overlays on existing zoning.
- Allows current “by-right” uses.
- Allows all accessory uses (except drive-thru windows for restaurants and retail uses).
- PED development and urban design standards replace those of underlying district.
- Refers to Pedscape Plan for building setback, sidewalk requirements, and street tree planting.
- PED land use standards do not apply in UMUD, MUDD, or NS, but streetscape/setback standards do apply.



# Zoning Comparisons

## B1, B2, O2

## PED

### Building Setbacks

20 ft. from prop. Line  
(usu. behind sidewalk)

From back of curb  
per Streetscape Plan  
(typ. 0, 8, or up to 20 ft.  
behind sidewalk)

### Parking

#### Multi-family

1.5 sp./dwelling

1 sp./dwelling

#### Retail

1 sp./250 sq. ft.

1 sp./600 sq. ft.

#### Office

1 sp./300 sq. ft.

1 sp./600 sq. ft.

#### Restaurant

1 sp./75 sq. ft.

1 sp./125 sq. ft.

### Max. Density

#### Non-resid.

Max. FAR 0.5 or 1.0

No limit

#### Residential

Max. 22 du/ac

(meet setbacks, parking,  
and height limits)



# Building Heights Scenarios Comparison



PED Overlay zoning  
(and also TOD zoning)  
restricts allowable  
building heights to one  
foot of additional  
building height for  
every **10**

residential zoning line,  
as demonstrated by  
the blue building.

*This sketch is hypothetical and for illustrative purposes only.*



# Possible impact of height plane





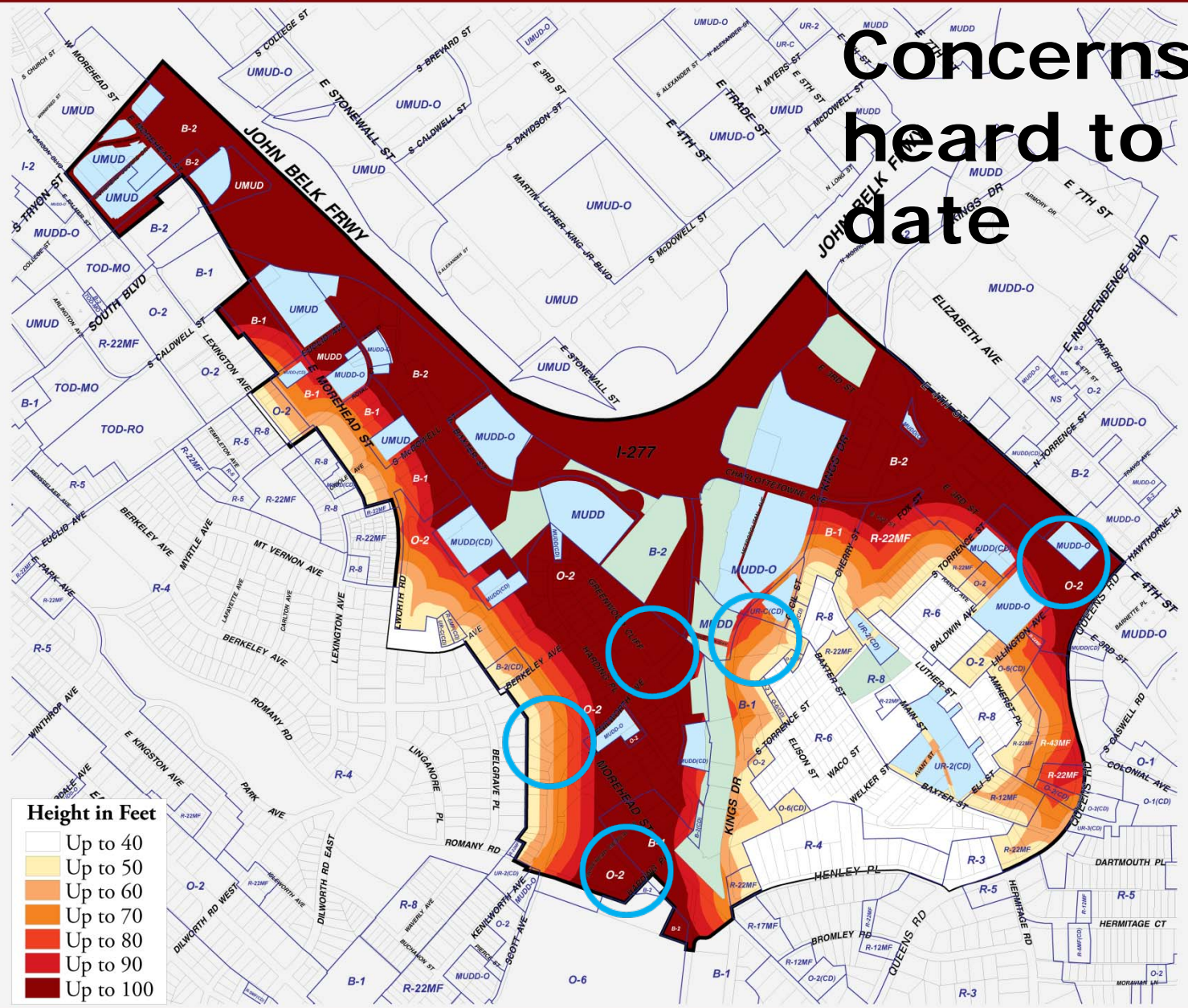
# MUDD and conditional approvals



## Maximum Allowable Building Height

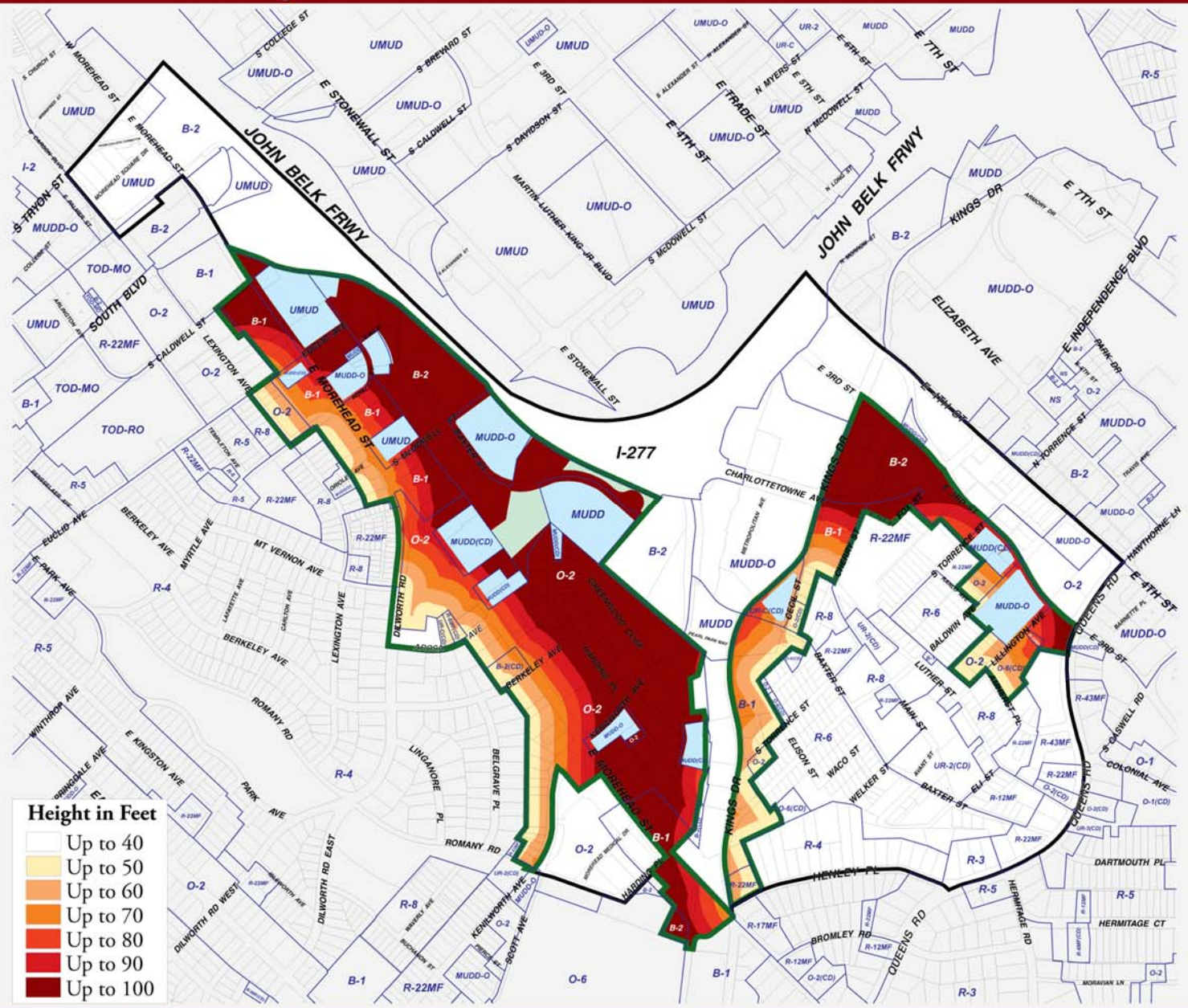


Concerns  
heard to  
date





# Midtown Morehead Cherry Area Plan





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# Transportation and Streetscape



*Midtown*



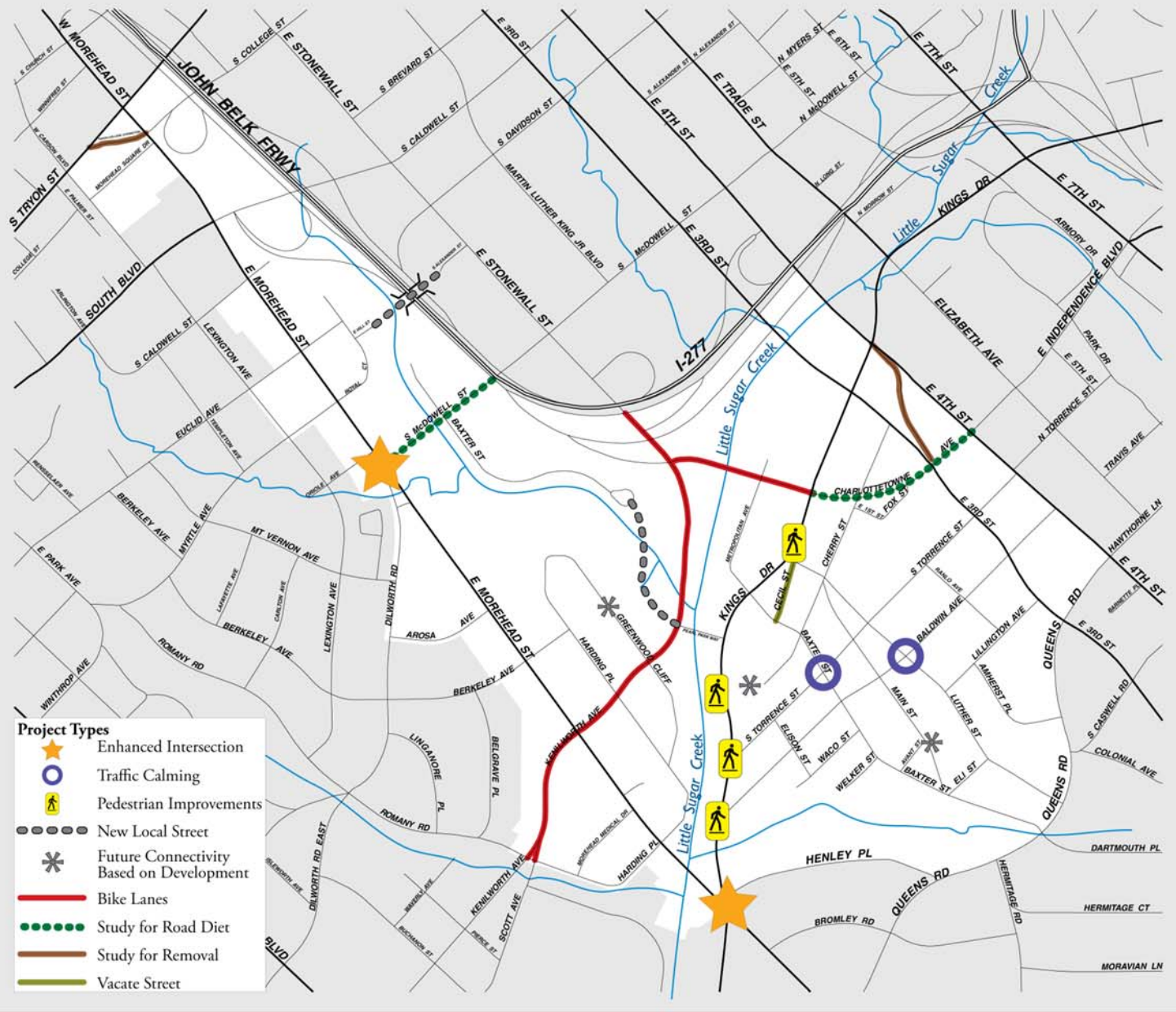
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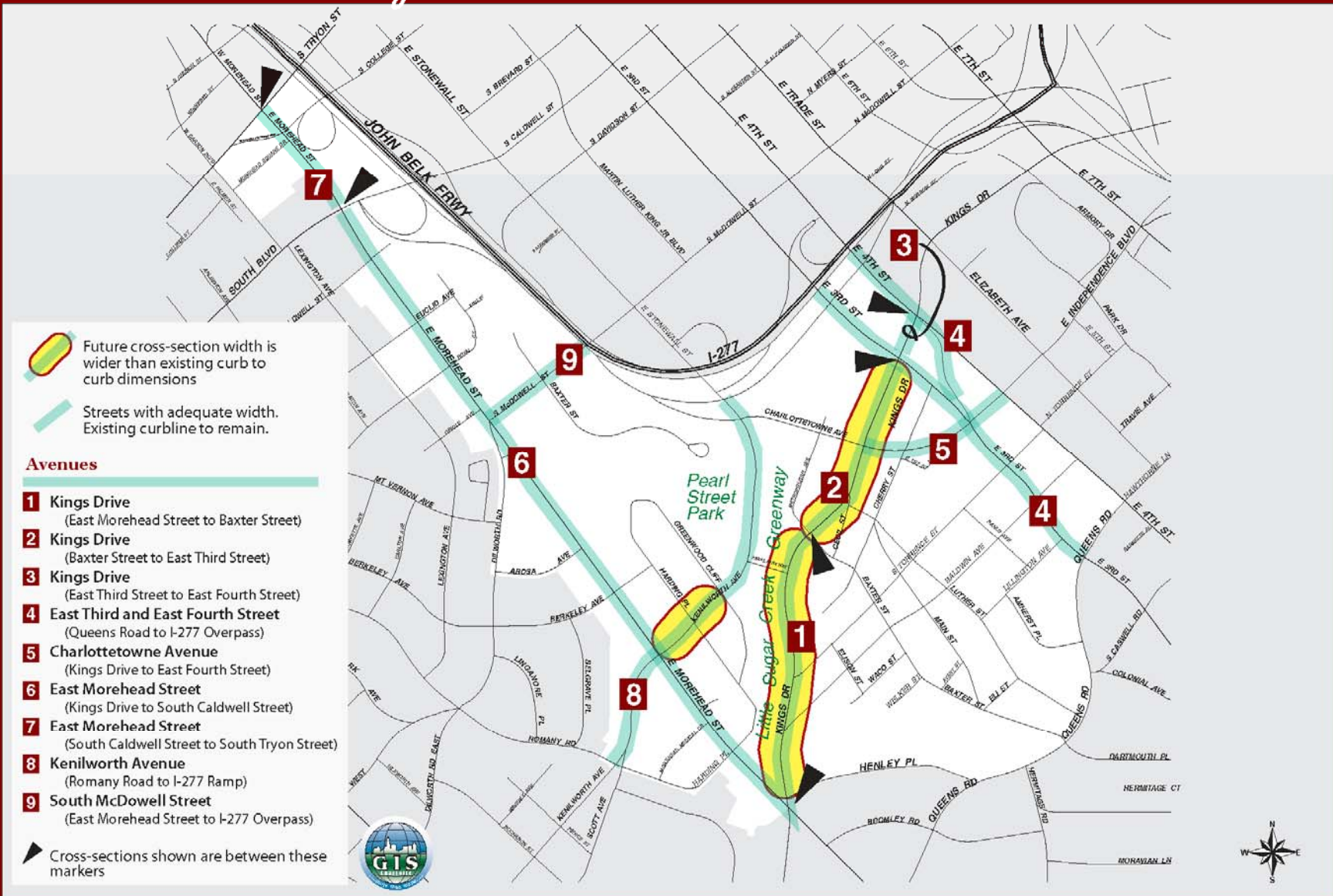


# Midtown Morehead Cherry Area Plan





# Midtown Morehead Cherry Area Plan





# Kings Drive at the greenway

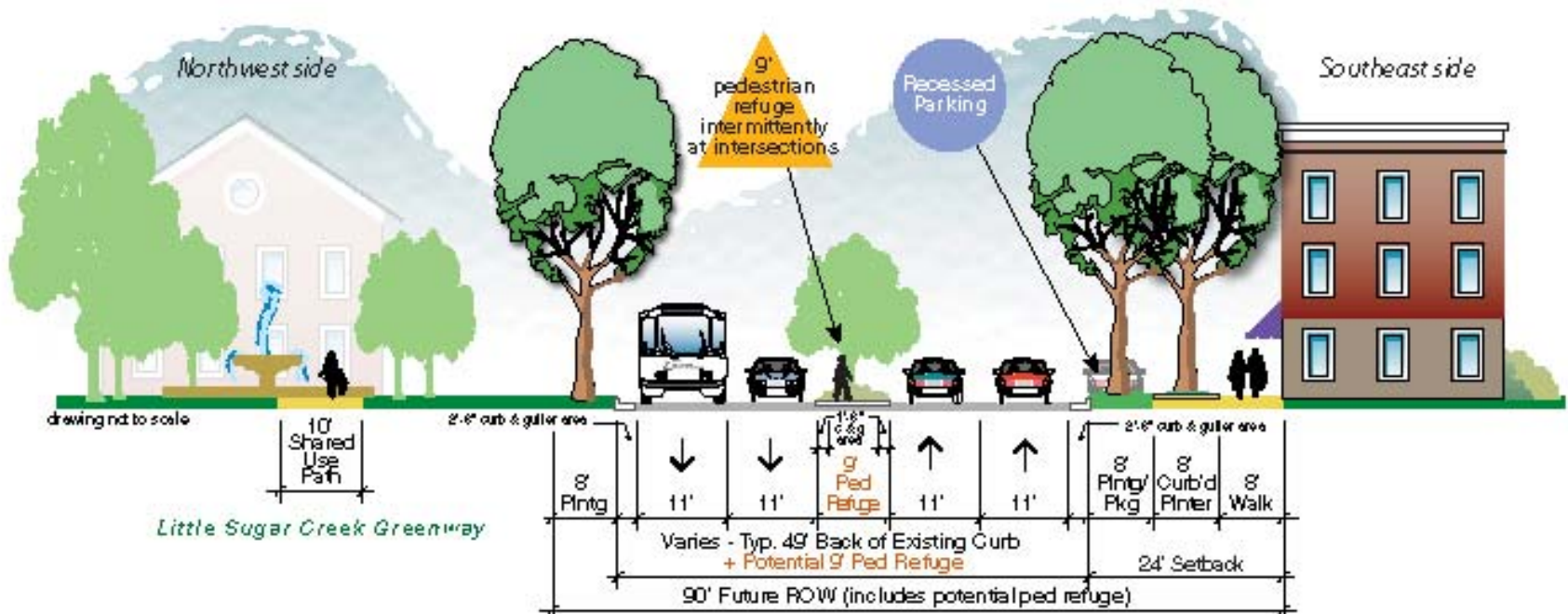


- On street parking on side opposite park when redeveloped (some dissent)
- Pedestrian refuge/medians at intersections
- New planting strips/trees





**1 Kings Drive**  
(East Morehead Street to Baxter Street)  
*Existing Curb to Remain Except for Recessed Parking as Shown*





# Kings Drive at Metropolitan



- On street parking on east side when redeveloped (work with grade change) (possible option) (some dissent; desire to minimize width by some)
- Pedestrian refuge/medians at intersections
- New planting strips/trees





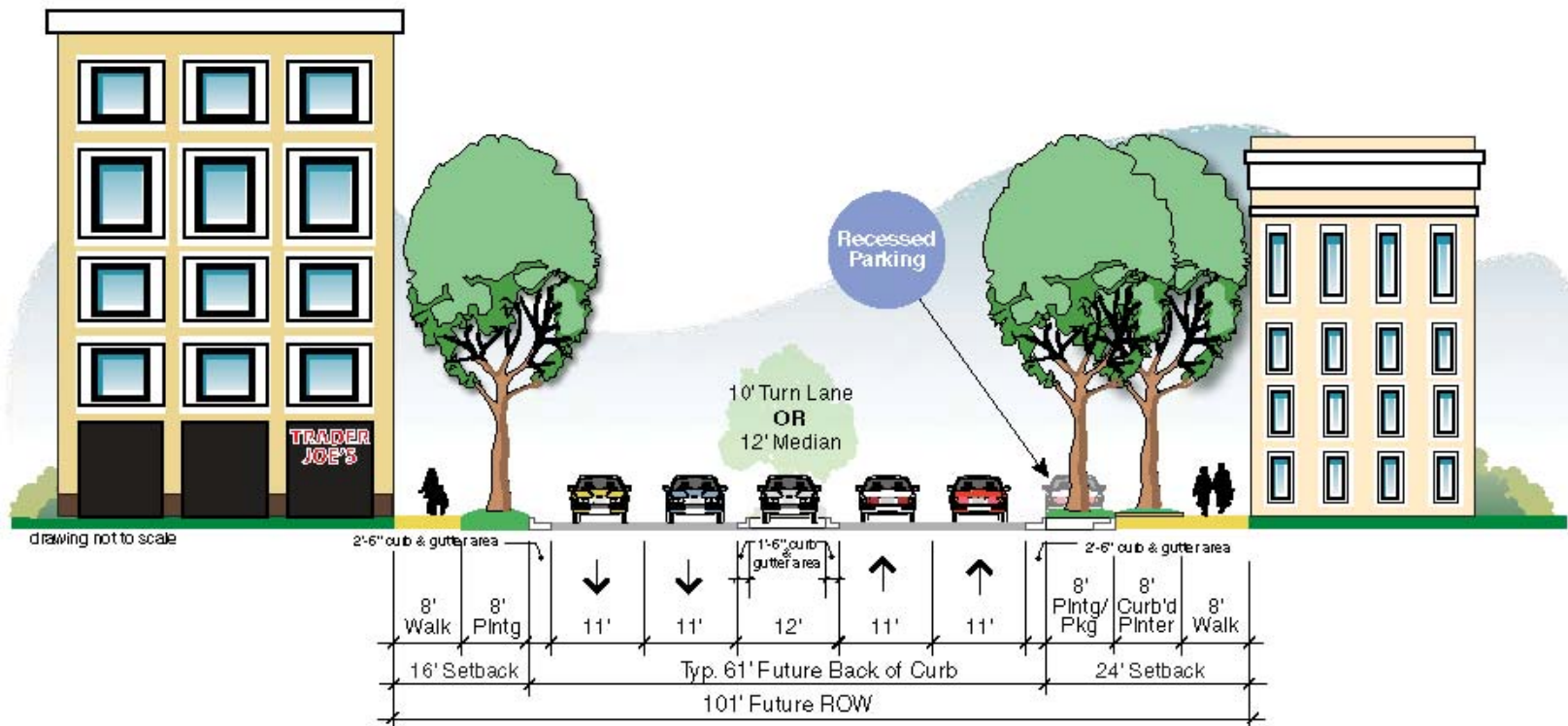
## 2 Kings Drive

(Baxter Street to East Third Street)

*Existing Curb to Remain Except for Recessed Parking as Shown*

Northwest side

Southeast side





# East Morehead Street

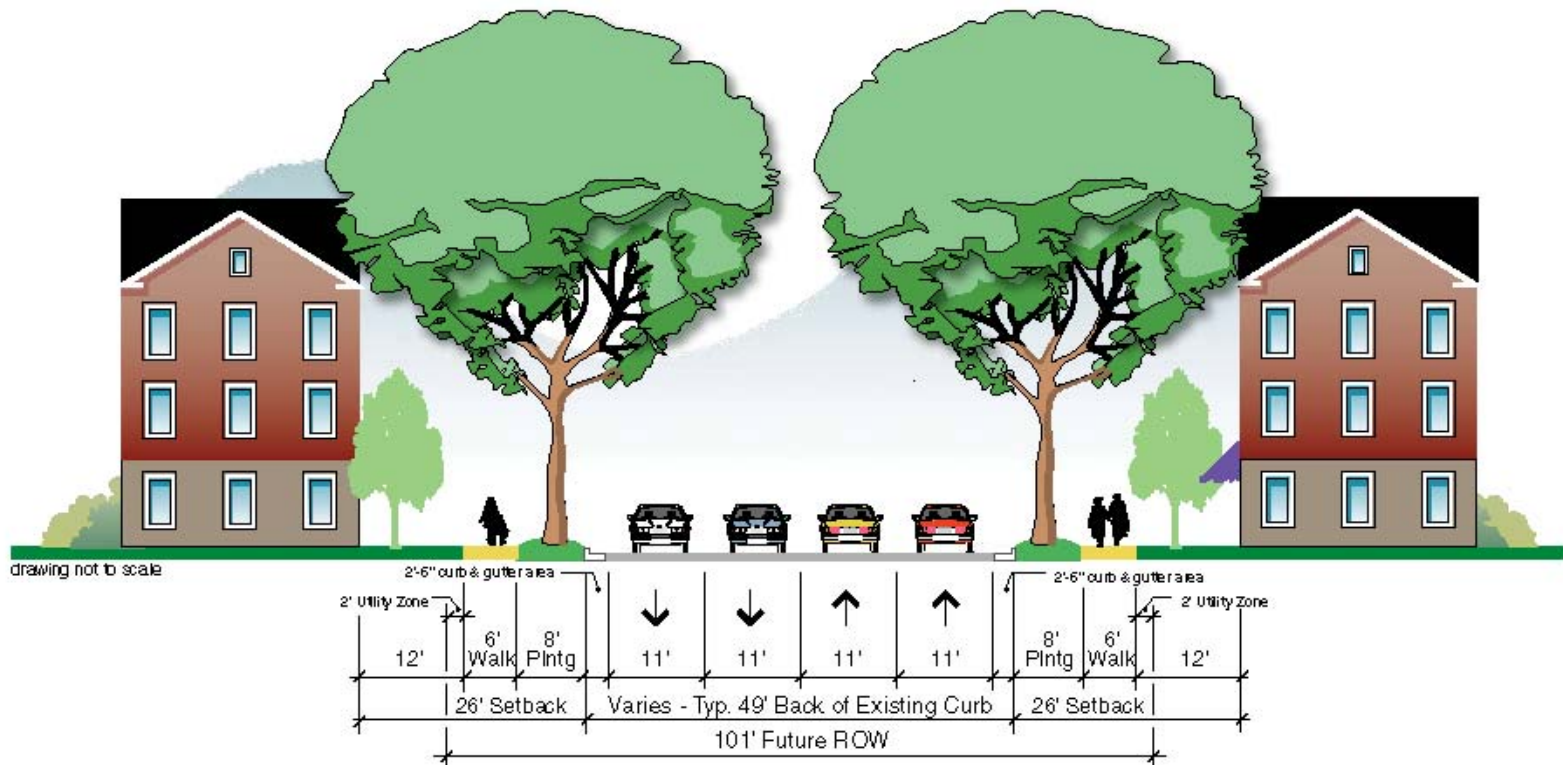


- Existing tree canopy limits street widening
- Maintain a building setback similar to existing





**6 East Morehead Street**  
Kings Drive to South Caldwell Street  
*Maintain Existing Curb Location*





# New Street Cross Sections

## 10 Harding Place and Greenwood Cliff Option for Recessed Parking

→ NOTE: Recessed parking  
under limited circumstances  
with a limiting tree pattern



## 11 Cross Streets Maintain Existing Curb Location







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# Group Breakouts



*Midtown*



*Morehead*



*Cherry*  
area plan



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# Wrap-up and Next Steps



*Midtown*



*Morehead*



*Cherry*  
area plan





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