



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

# Prosperity Hucks Area Plan

Planning Commission Update

October 6, 2014

# Presentation Outline

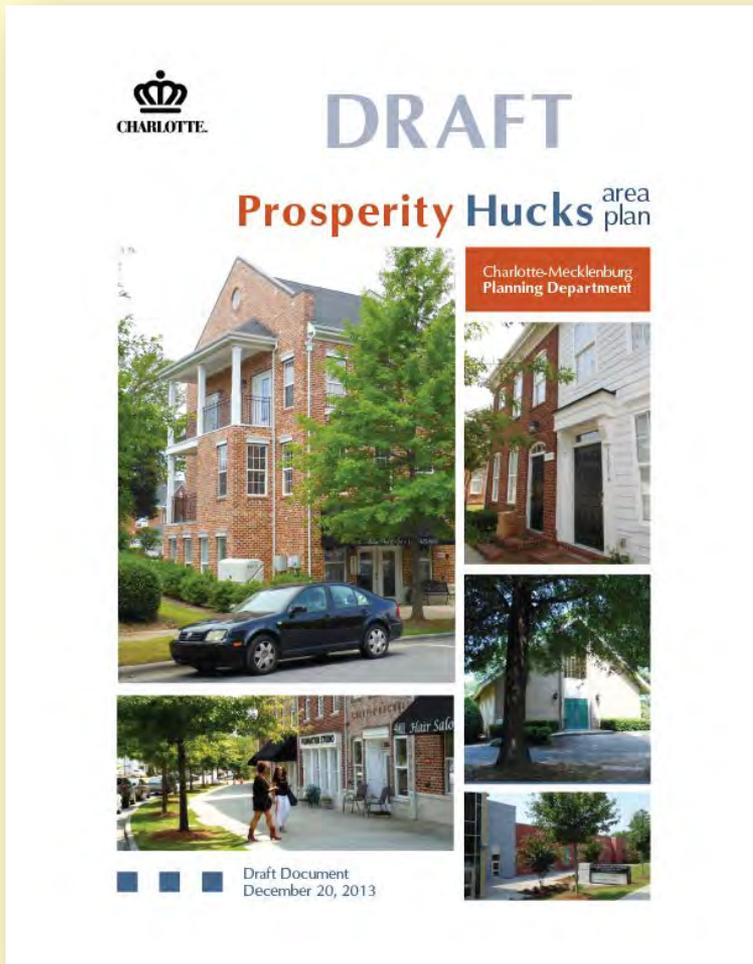
1. Background

2. Community Dialog

3. Activity Center Refinements

4. Illustrative Development Scenarios

5. Next Steps



Policy Plans

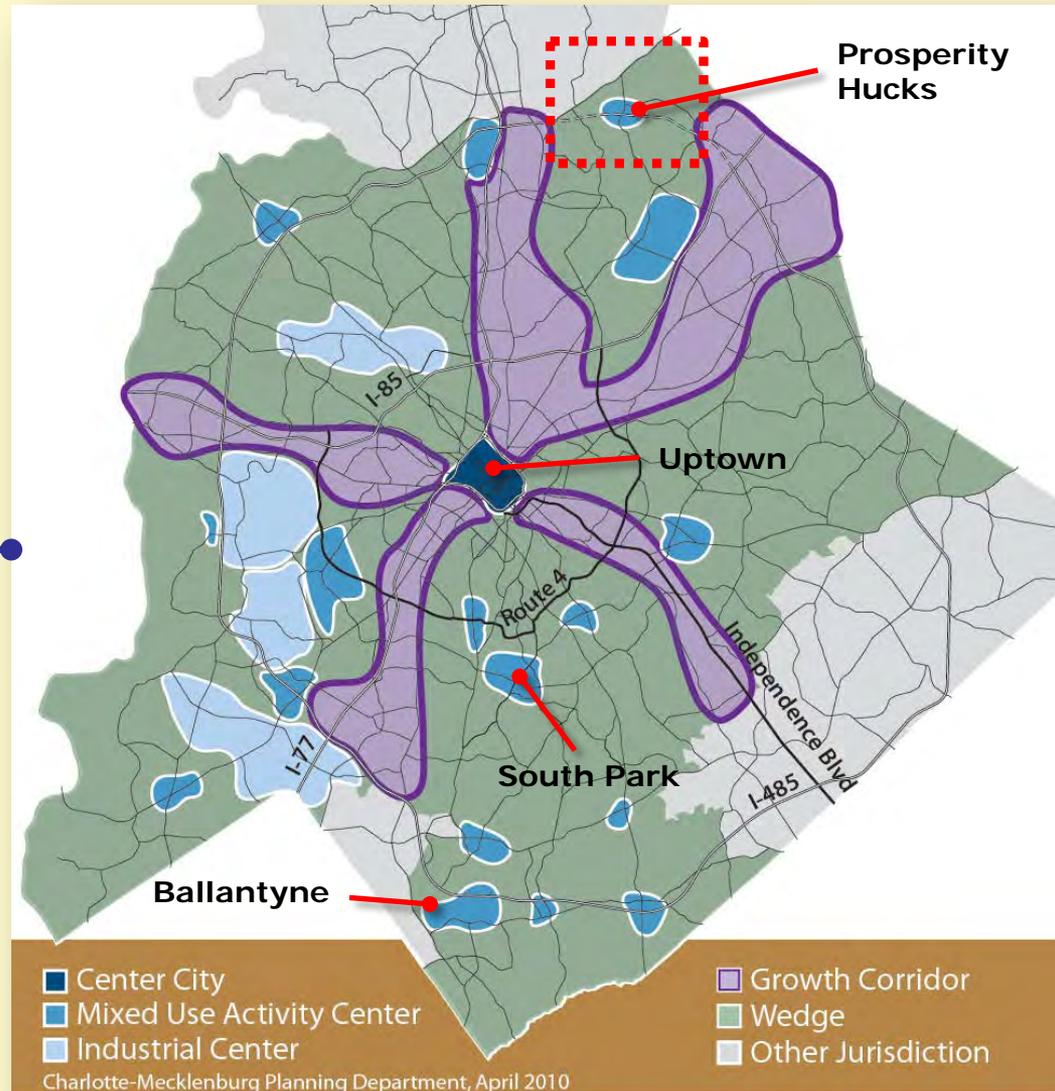
**Centers, Corridors & Wedges**  
Growth Framework

**General Development Policies**  
Guidance on Community Design

**Area Plans**  
Parcel specific Future Land Use

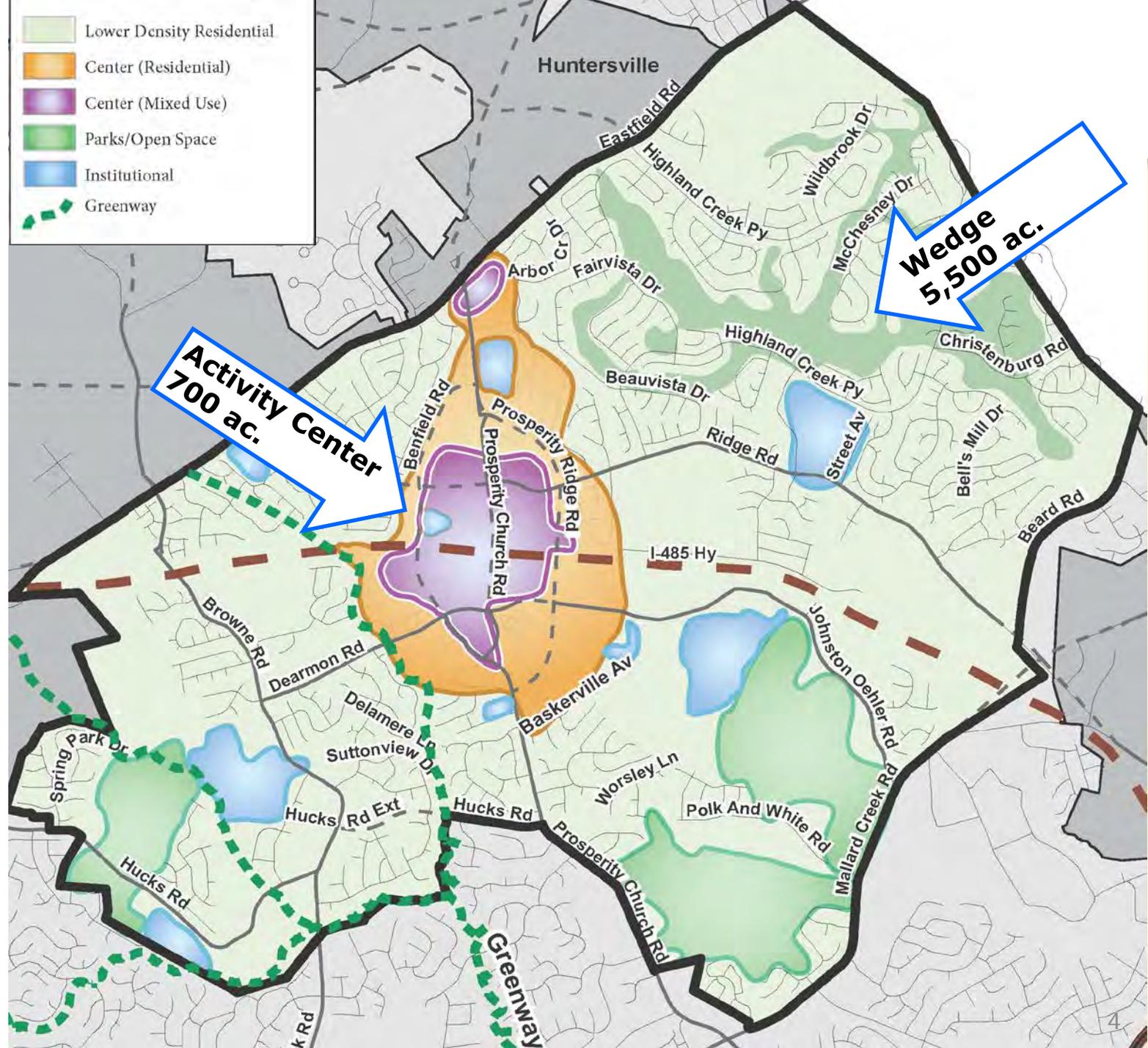
### Mixed Use Activity Centers:

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

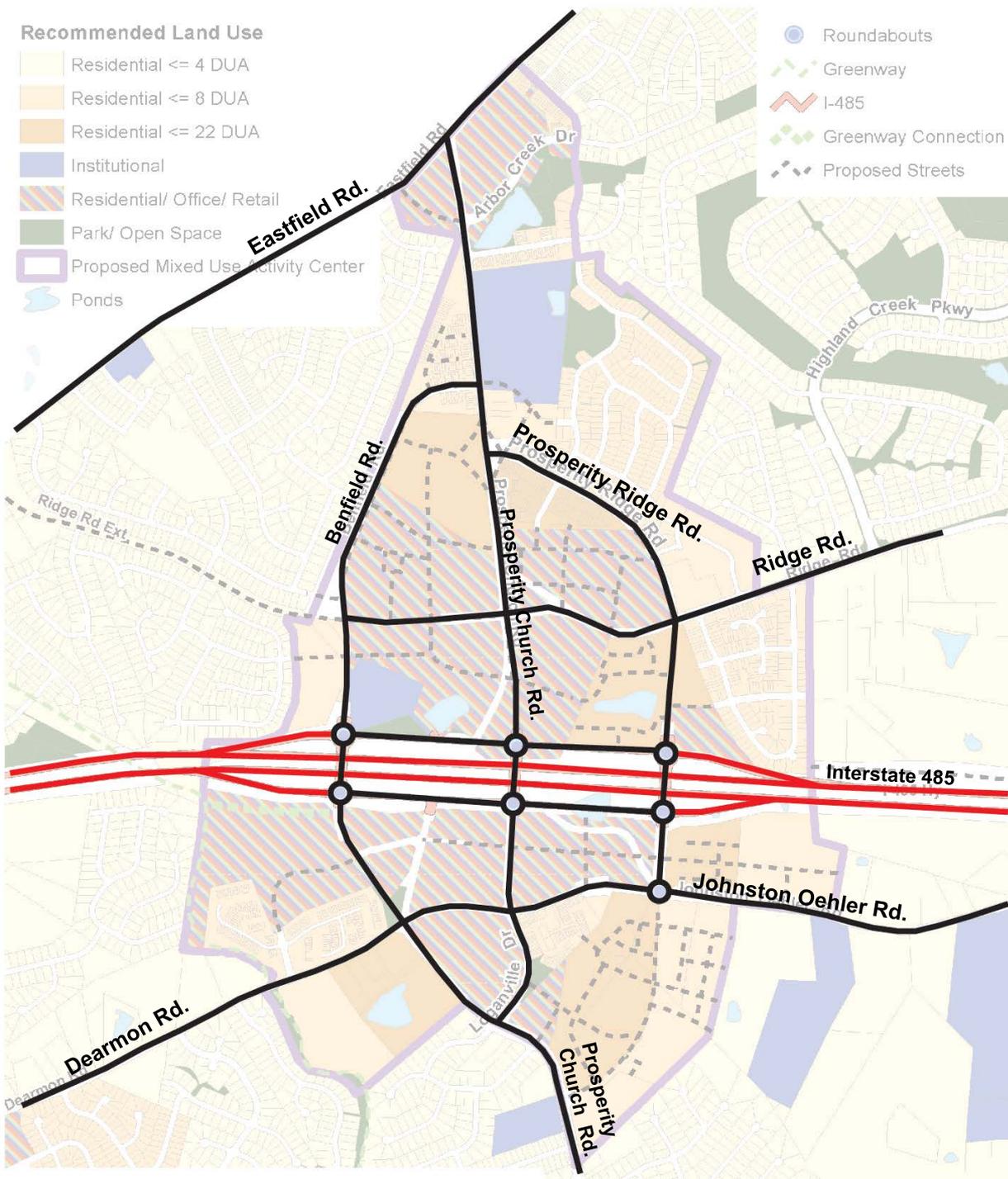


- Lower Density Residential
- Center (Residential)
- Center (Mixed Use)
- Parks/Open Space
- Institutional
- Greenway

# Draft Concept Plan



# Transportation Plan



## Transportation Projects (under construction)

- I-485 Interchange
- Benfield Road
- Prosperity Ridge Road
- Ridge Road
- Johnston Oehler Road



- **January 14:** Public Meeting for Draft Plan
- **January 21:** Planning Committee Public Comment
- **February 18:** Planning Committee Recommended plan approval
- **February 24:** City Council Public Comment (Postponed)
- **March 27:** Community Meeting at Oehler Barn



# Community Dialog:

Recent activity  
Spring – Summer 2014

## March

27<sup>th</sup> - Meeting @ Oehler Barn

## May

13<sup>th</sup> – Core Group meeting

21<sup>st</sup> – Core Group meeting

## June

11<sup>th</sup>-12<sup>th</sup> – Small Group Discussions

(6 meetings in small groups, totaling 70+ participants)

## August

5<sup>th</sup> – Core Group meeting

20<sup>th</sup> – Core Group meeting

## September

3<sup>rd</sup> – Core Group meeting

16-17<sup>th</sup> – Small Group Work Sessions

23<sup>rd</sup> – Public Summary Review



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

# Community Dialog: Homework images...



Skyland Town Center

Pedestrian-centered streets



Special event green space

The Green

Apartments above retail



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

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



## Baxter Village, Fort Mill SC



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



Local pub has rooftop dining

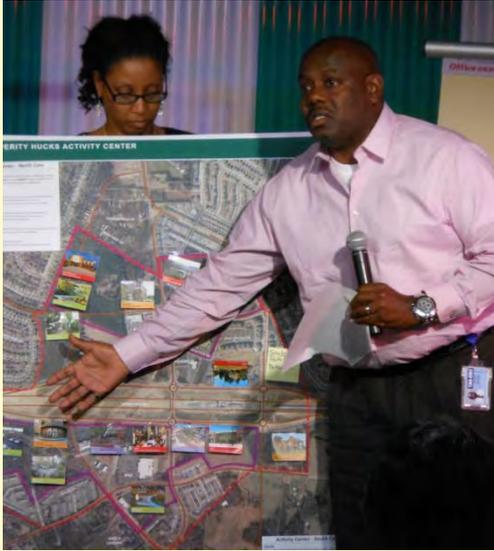


## Glenwood Park Atlanta multifamily living

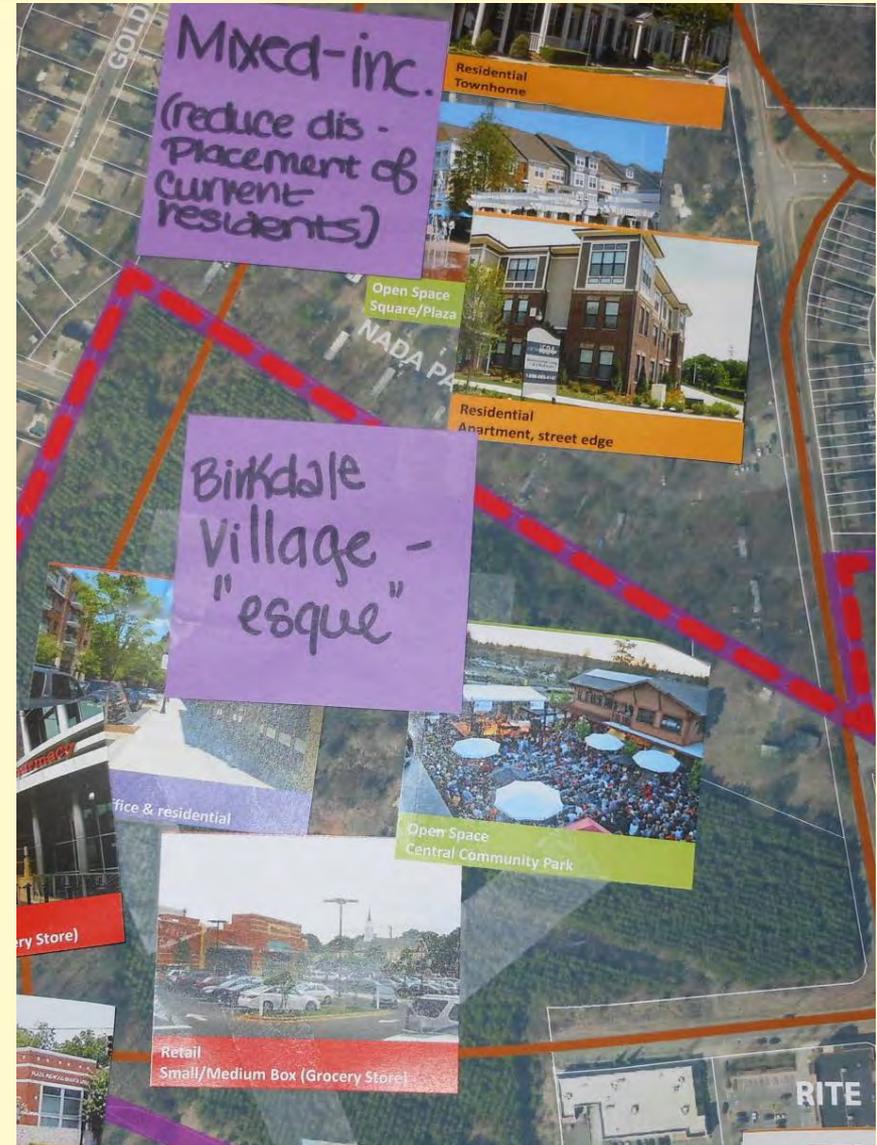


# September 16 Community Workshop

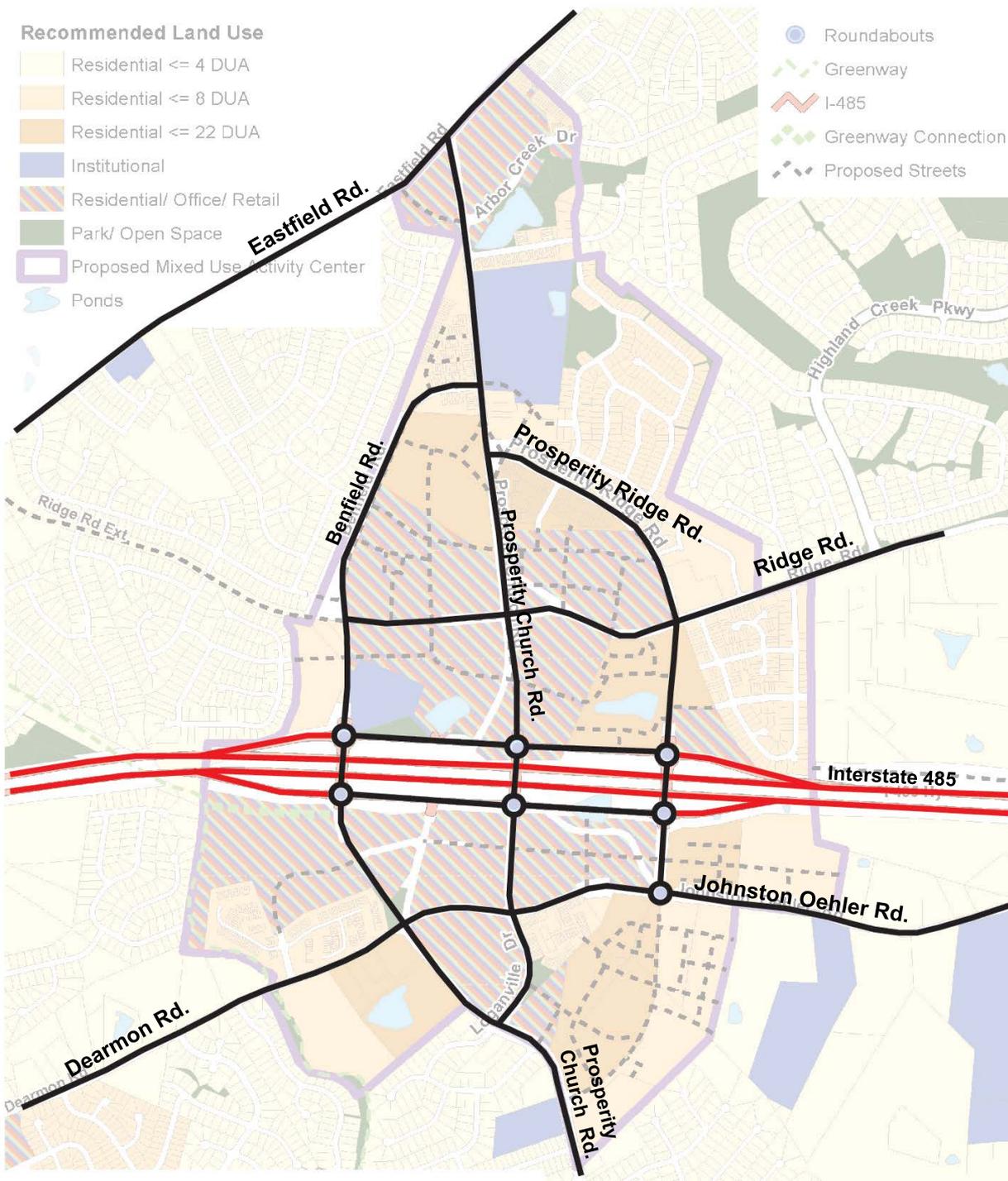
14 Teams... 70+ participants



# Input from Work Sessions



# Transportation Plan



## Transportation Projects (under construction)

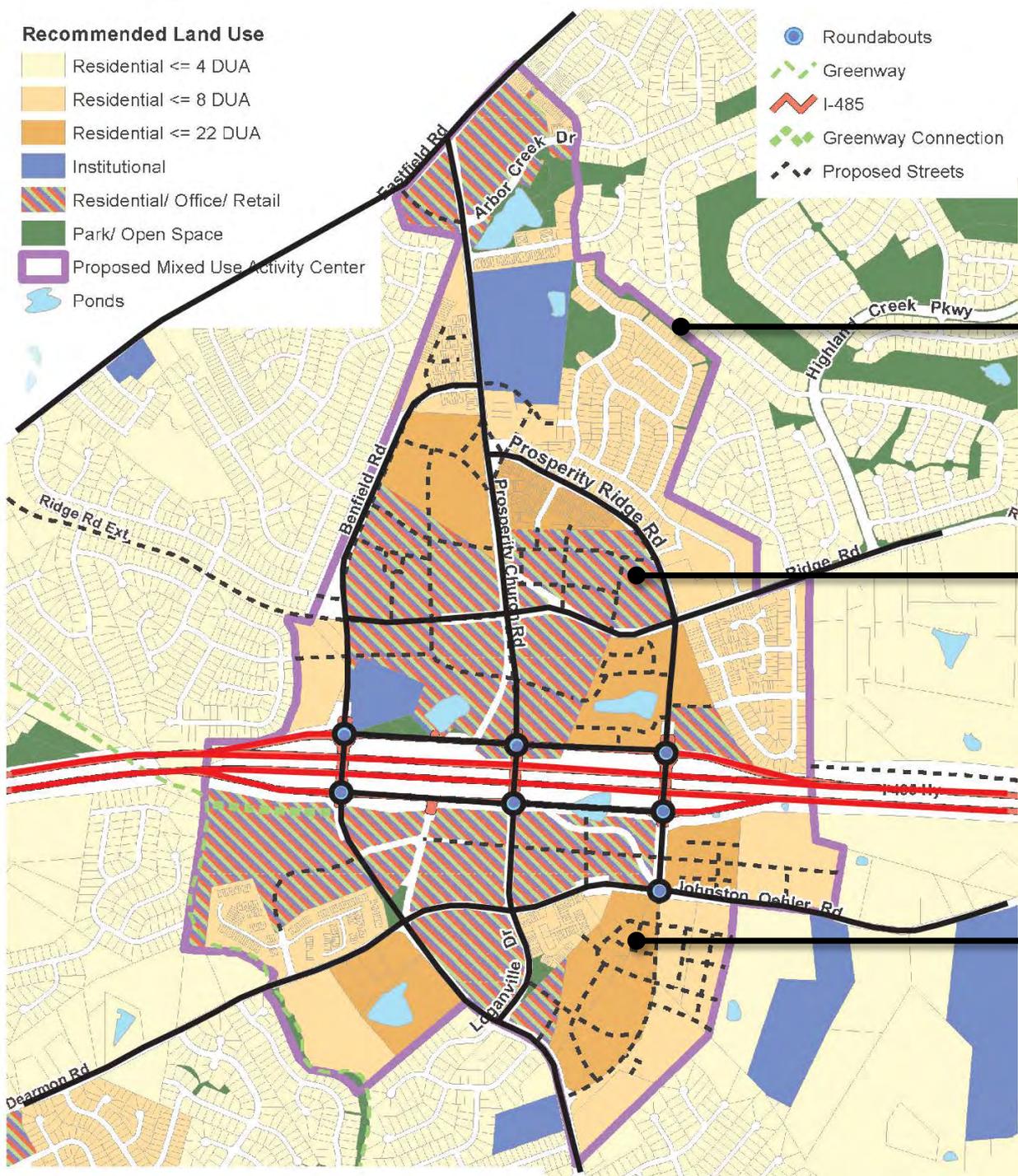
- I-485 Interchange
- Benfield Road
- Prosperity Ridge Road
- Ridge Road
- Johnston Oehler Road

# Draft Plan: Highlights

## Recommended Land Use

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

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



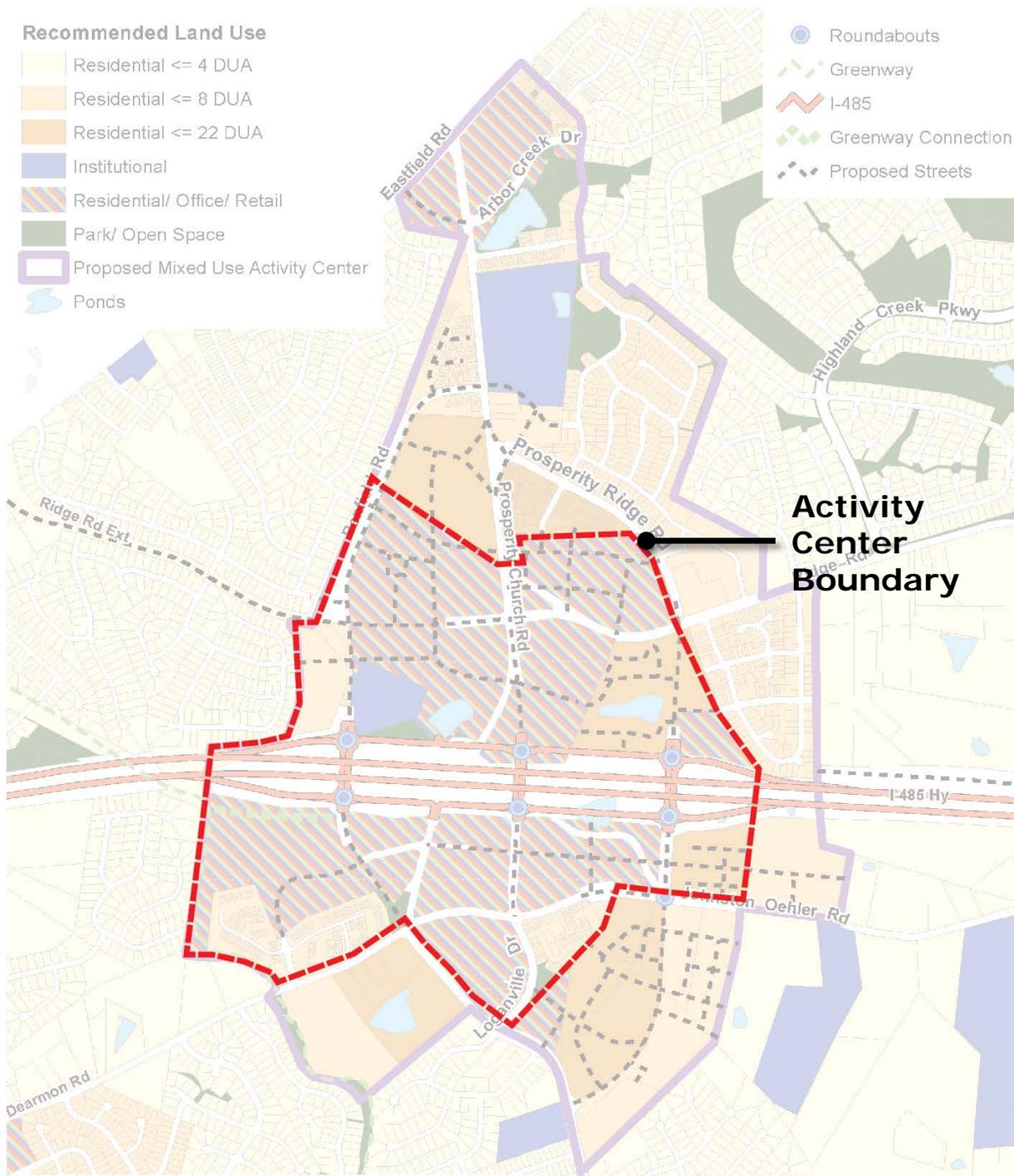
**Activity Center Boundary**

**Multi Use Development**

- Retail
- Office
- Residential (apartments/townhomes)

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

# Draft Plan: Refinements



## 1. Refocus on Interchange

- Smaller area
- Tied to new roads

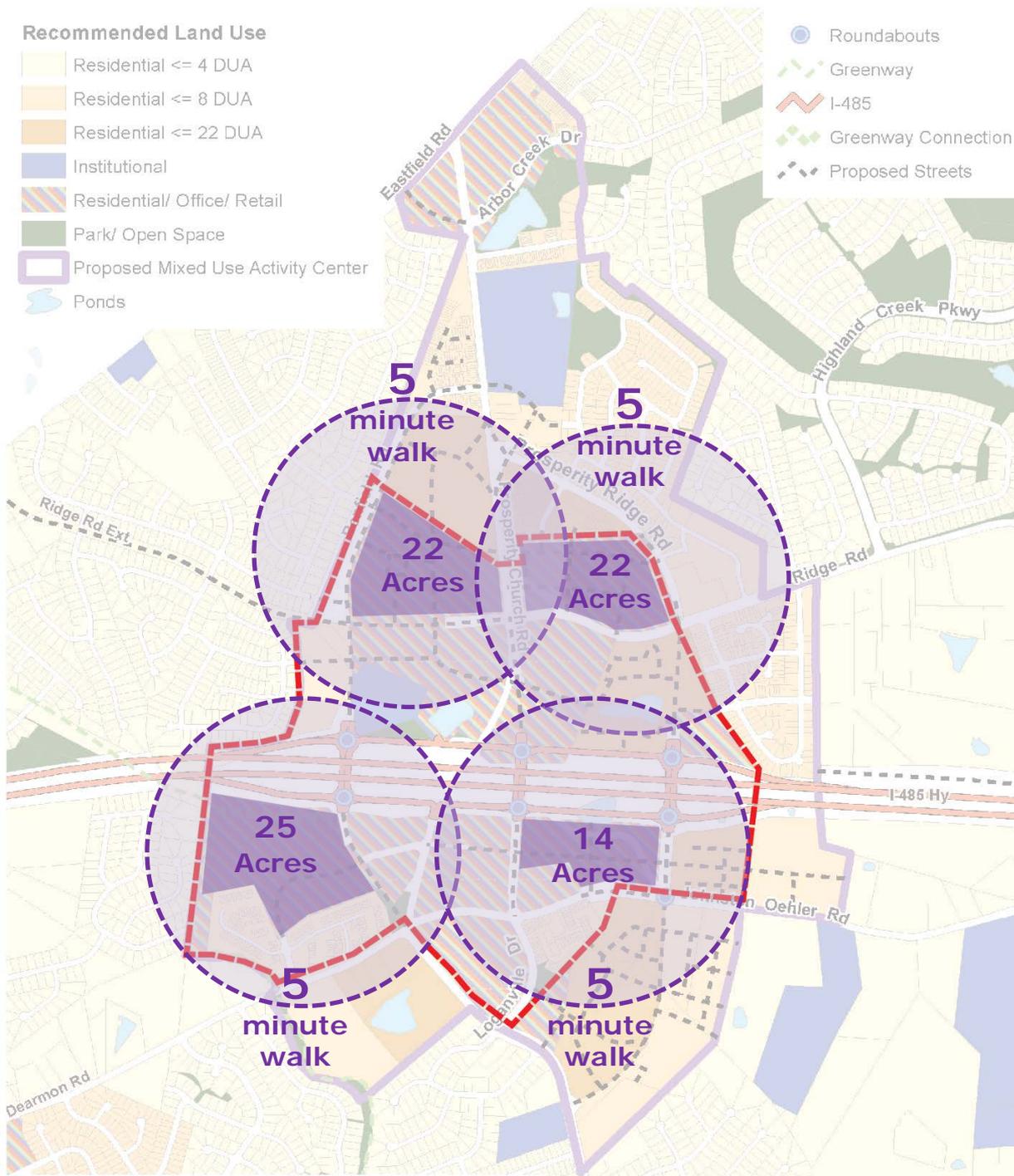
## 2. What's Outside the Center

- Single family homes
- Townhomes in select locations
- Institutional

## 3. What's Inside the Center

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

# Draft Plan: Refinements



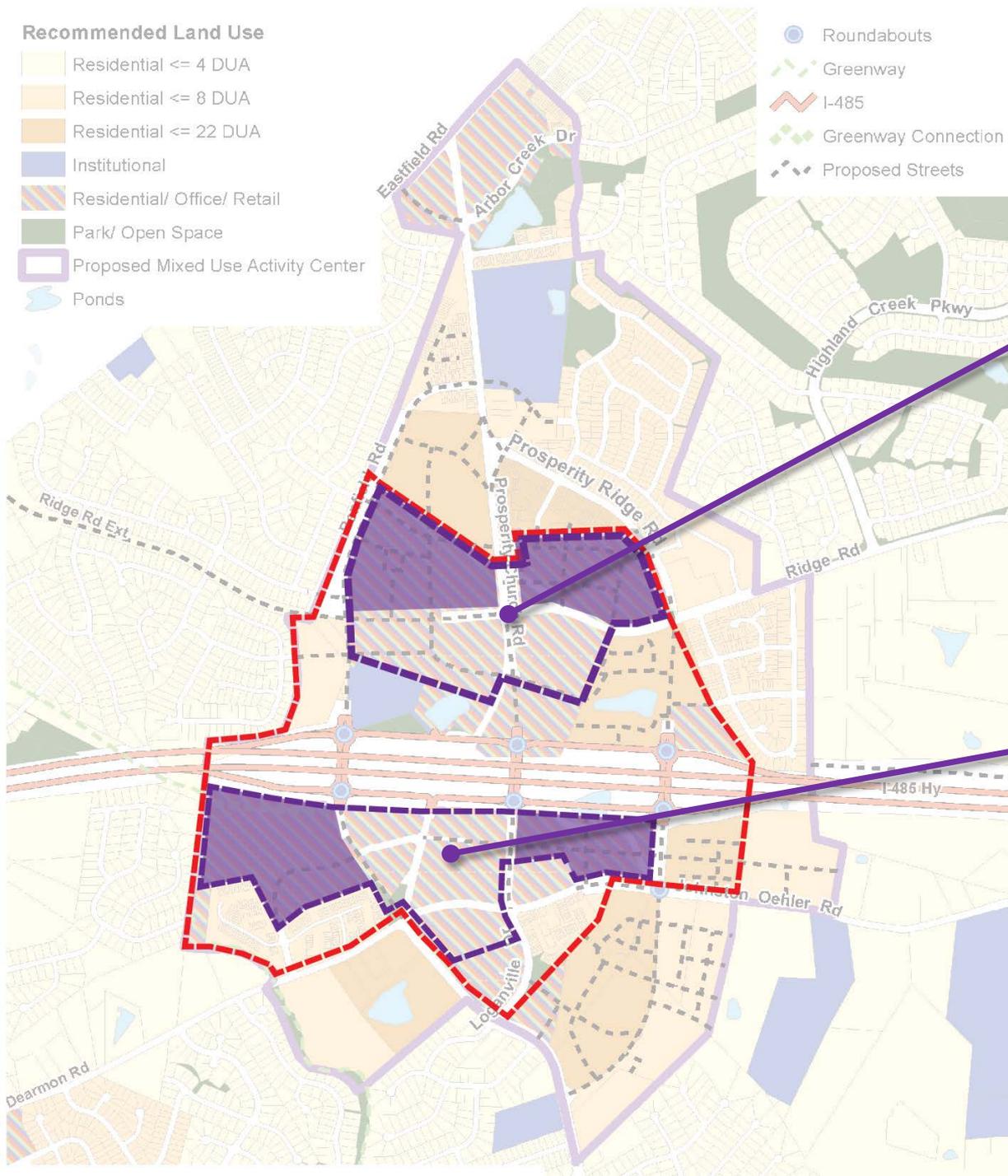
## Where is the “Town Center”?

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

## Comparable:

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

# Draft Plan: Refinements



## “Core Areas”

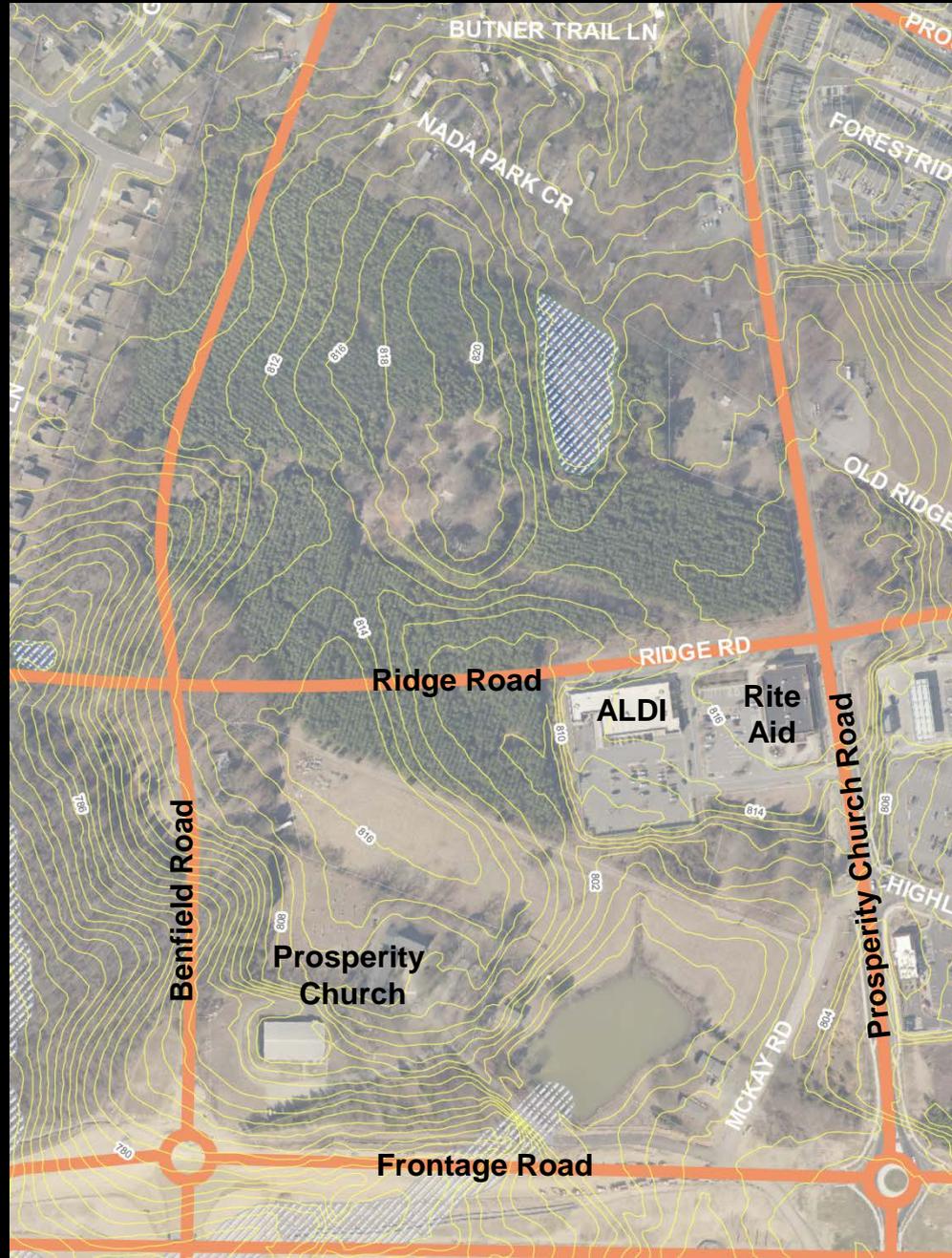
### North

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

### South

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

# Illustrative Development Scenario: North Core



# Illustrative Development Scenario: North Core

**Open Space**  
(plaza/green)

**Retail**  
(anchor)

**Open Space**  
(plaza/green)

**Retail**  
(Street oriented  
shops &  
resturants)

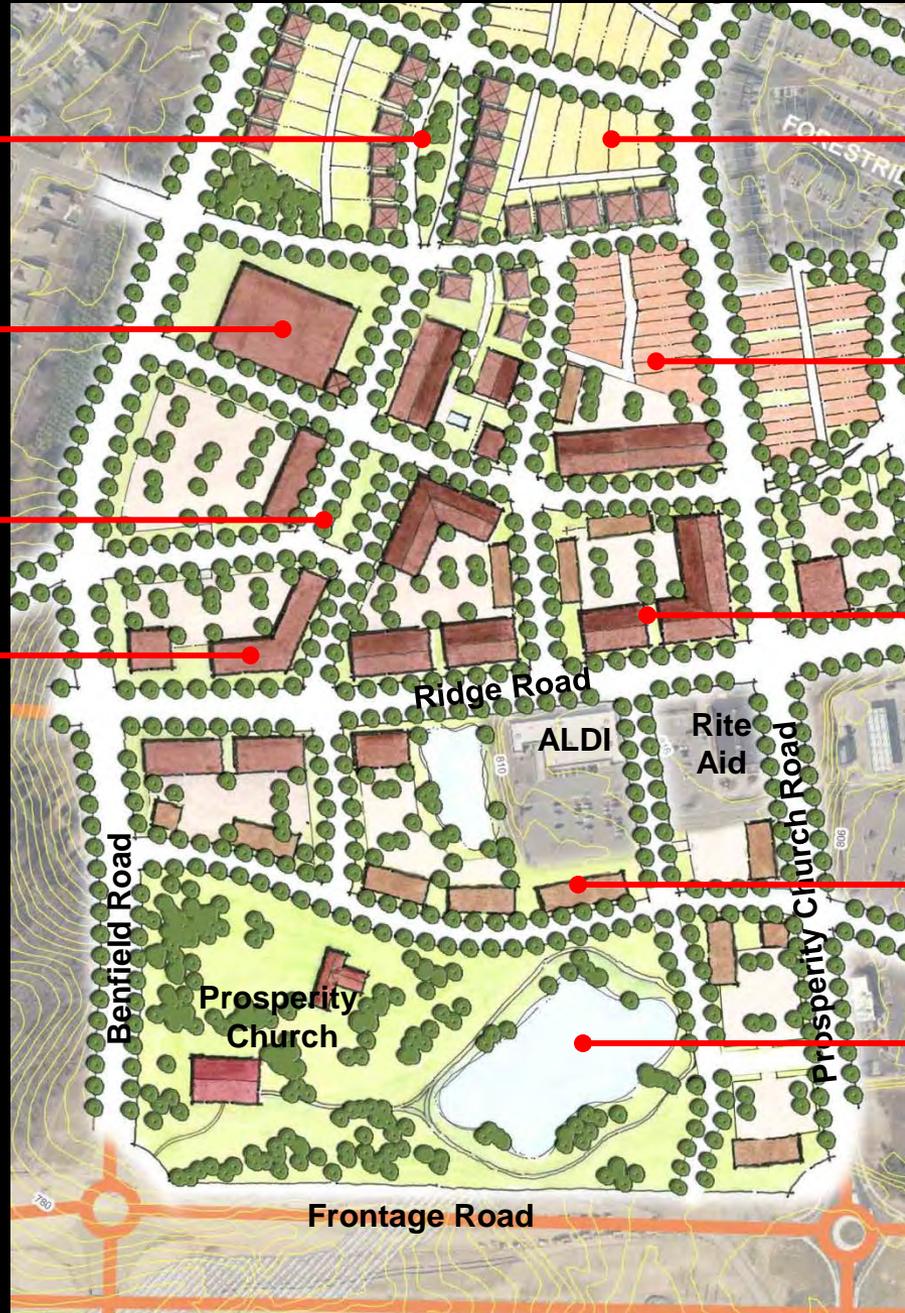
**Single Family**  
(small lot, limited  
townhomes)

**Townhomes**

**Apartments**

**Retail - Office**

**Open Space**  
(Lake, community  
gathering)



# Illustrative Development Scenario: North Core

Retail – Office



Parking

New Street

Open Space  
(Stormwater)

1. What design characteristics do we want to encourage?
  - Consistent architectural character, 2-4 story
  - Lush landscaping – “green” feel
  - Walkable, pedestrian friendly
2. What is the form of retail/office/commercial we want?
  - Small shops and restaurants, “main street” feel
  - Some “anchor” retail boxes but no “Big Box”
  - Office, hotel south of I-485
3. Where is the place for multi-family (apartments)?
  - Limited to select locations (Mixed Use areas)
  - Only when integrated with other uses
  - With range of building/unit type & strong design standards
4. What type of open space do we want?
  - Community gathering space (potential lake park)
  - Greens, squares, plazas required & integrated with future development



# Plan Review & Adoption :

## Process & Next Steps

### May-August

- Small Group Discussions & Meetings

### September-October

- Community work sessions
- **Refined Recommendations**

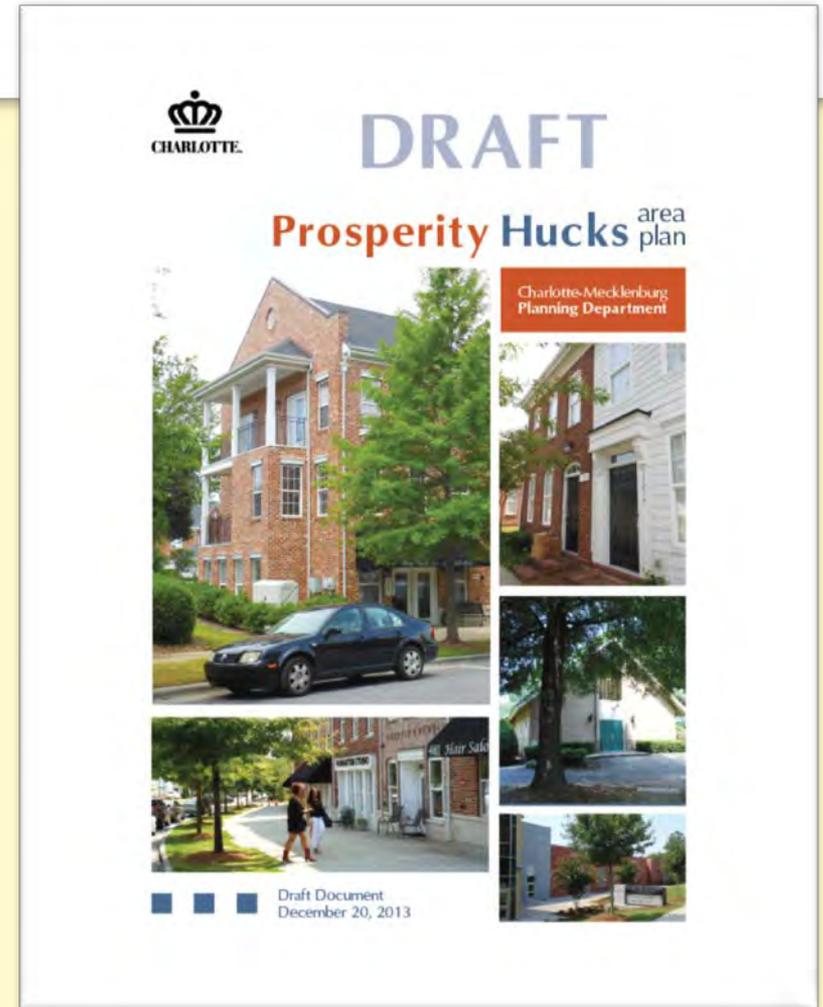
### November-December

- Update Draft Plan
- Begin review & adoption process

### January-March

- Complete public hearing & Council adoption process

# Questions?



 **DRAFT**

**Prosperity Hucks** area plan

Charlotte-Mecklenburg Planning Department

Draft Document  
December 20, 2013