

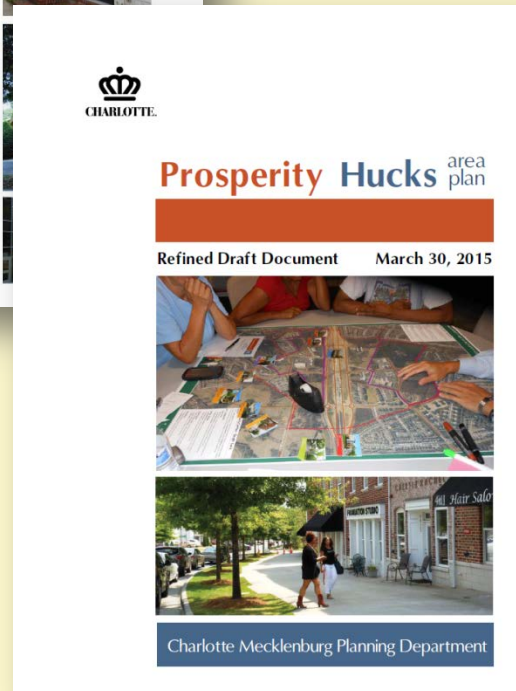
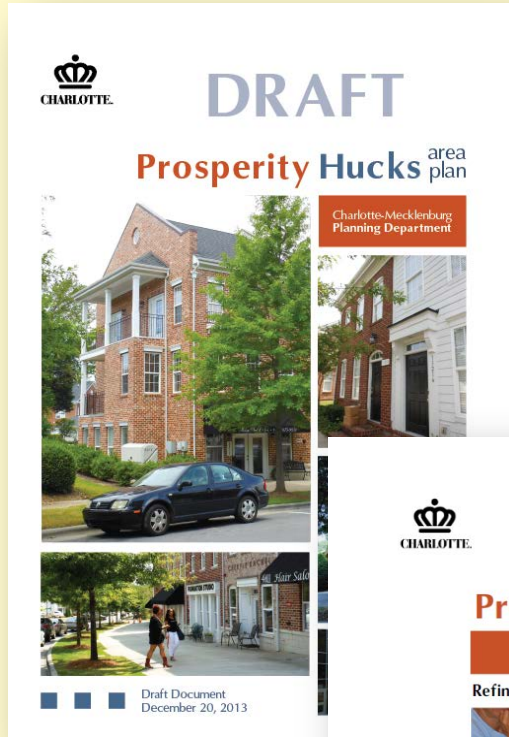


Prosperity Hucks Area Plan

Planning Commission Update

April 6, 2015

Presentation Outline



1. Background & Community Dialog

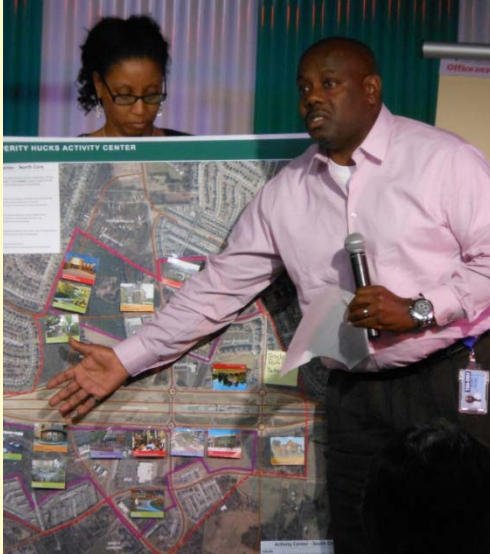
2. Activity Center Refinements & Recommendations

3. Illustrative Development Scenarios

4. Next Steps

Community Dialog

14 Teams... 70+ participants



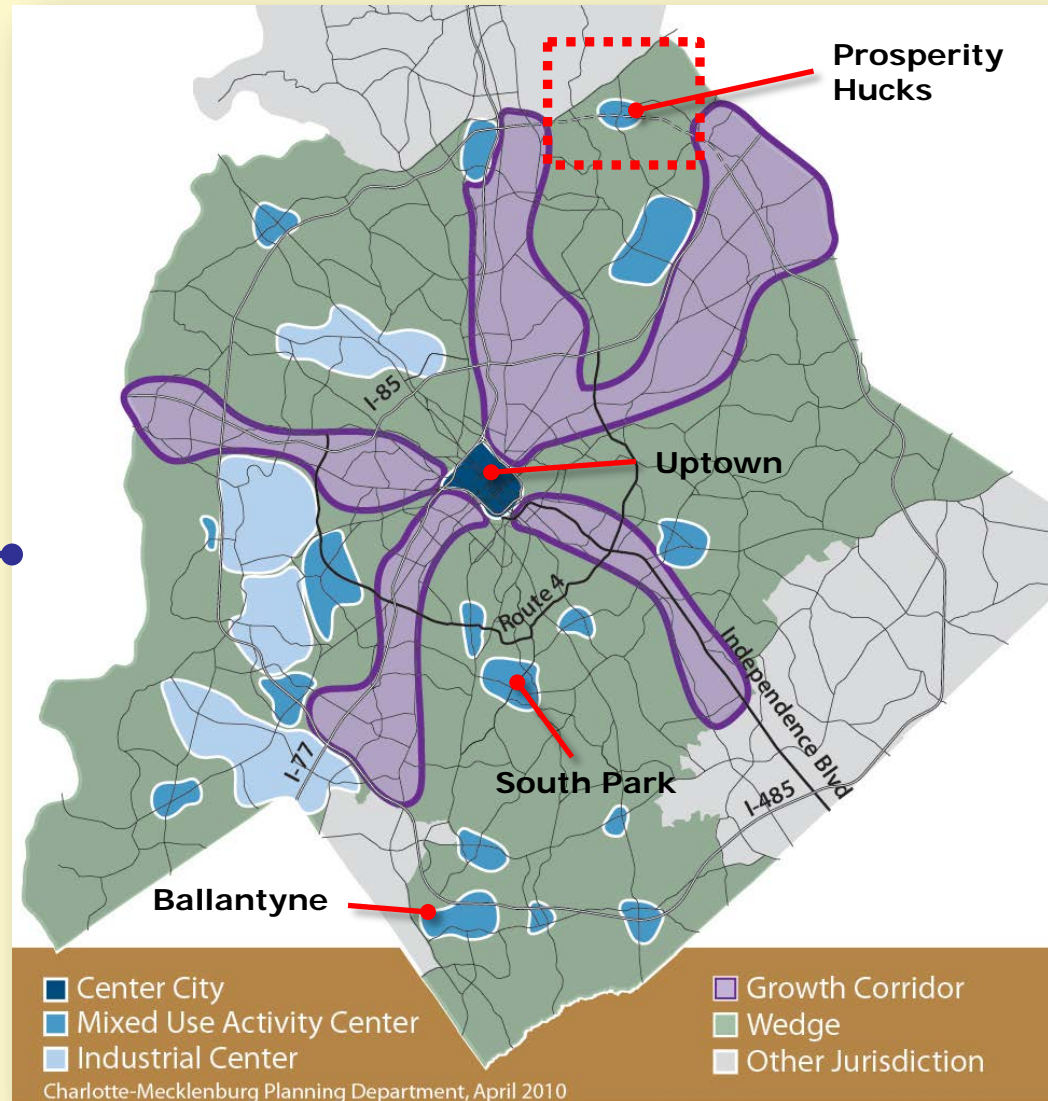
Centers, Corridors & Wedges Growth Framework

General Development Policies Guidance on Community Design

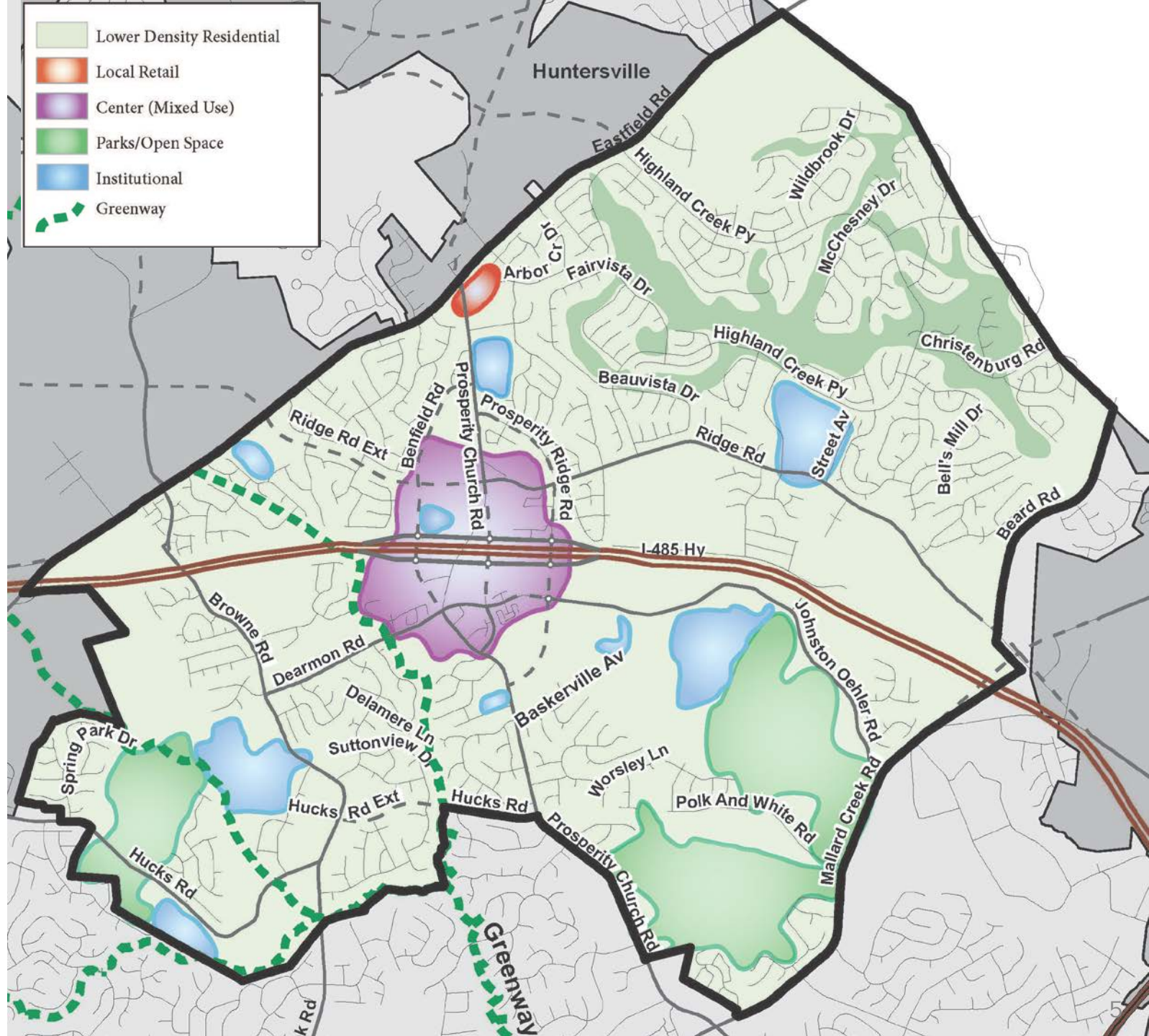
Area Plans Parcel specific Future Land Use

Mixed Use Activity Centers:

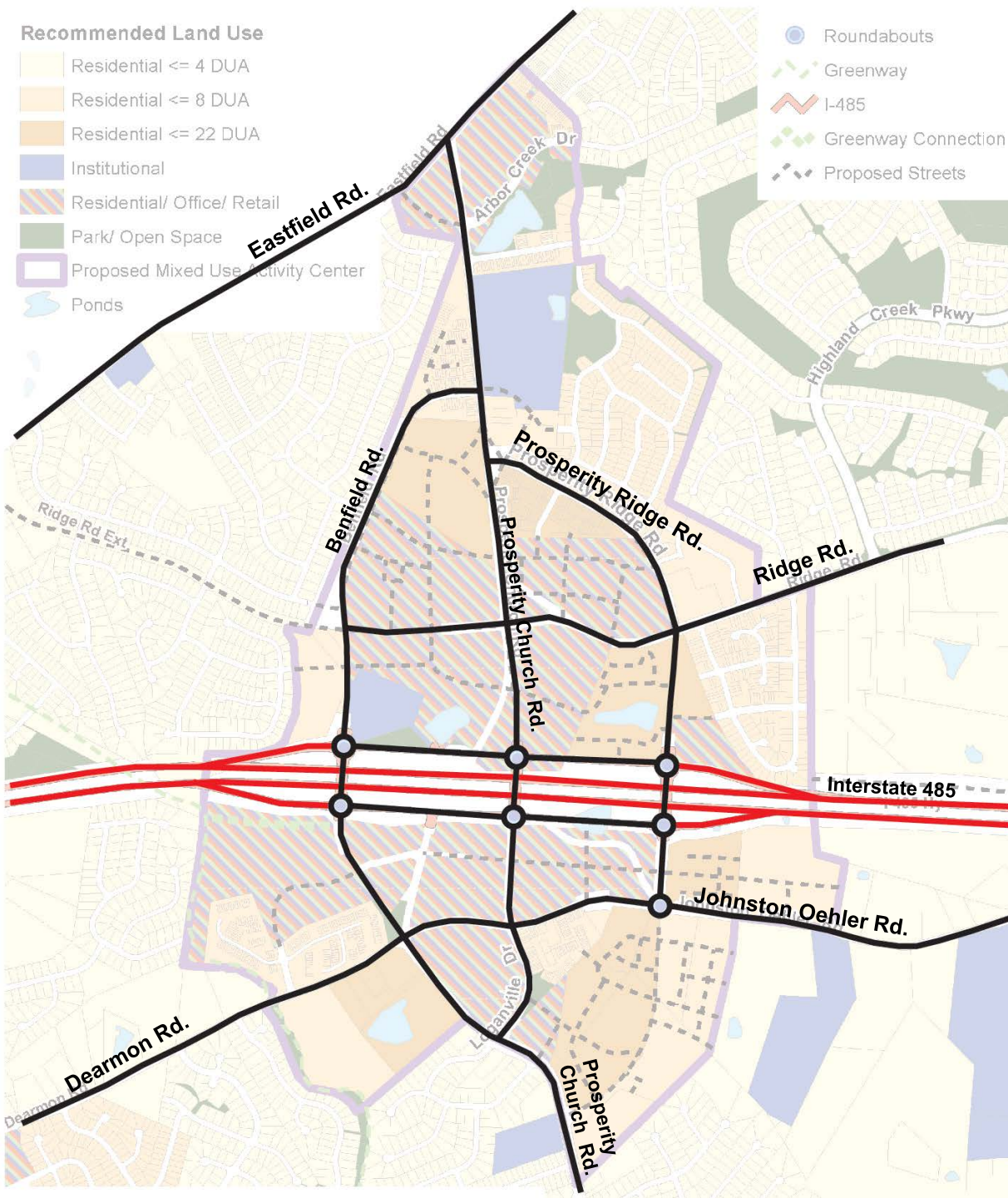
- Focal point of community activity (live-work-play)
- Mix of use (retail-housing-office-civic)
- Cohesive pedestrian-oriented core
- Surrounded by lower density residential



Plan Area



Transportation Plan

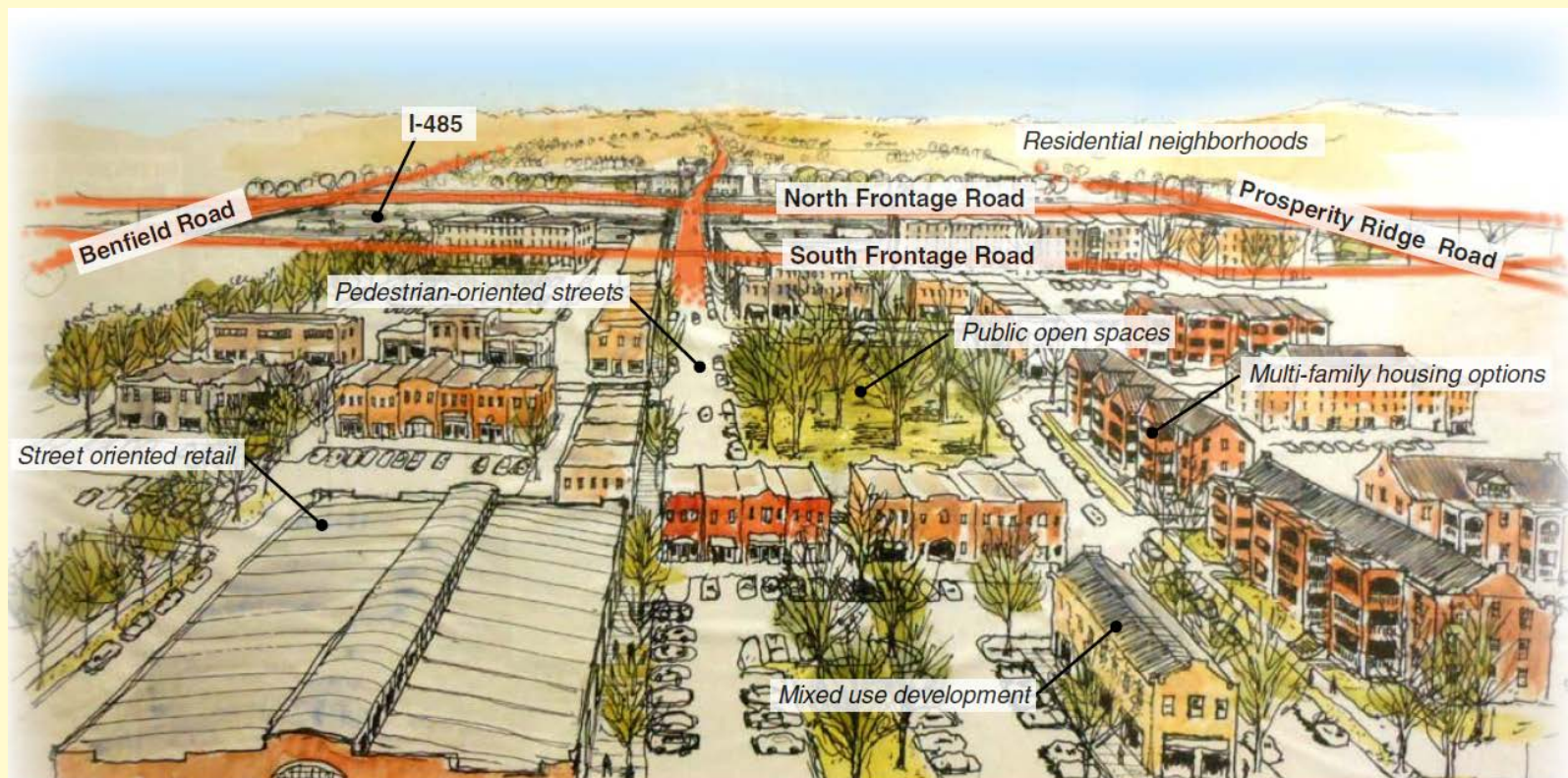


Major Street Network (parts still under construction)

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

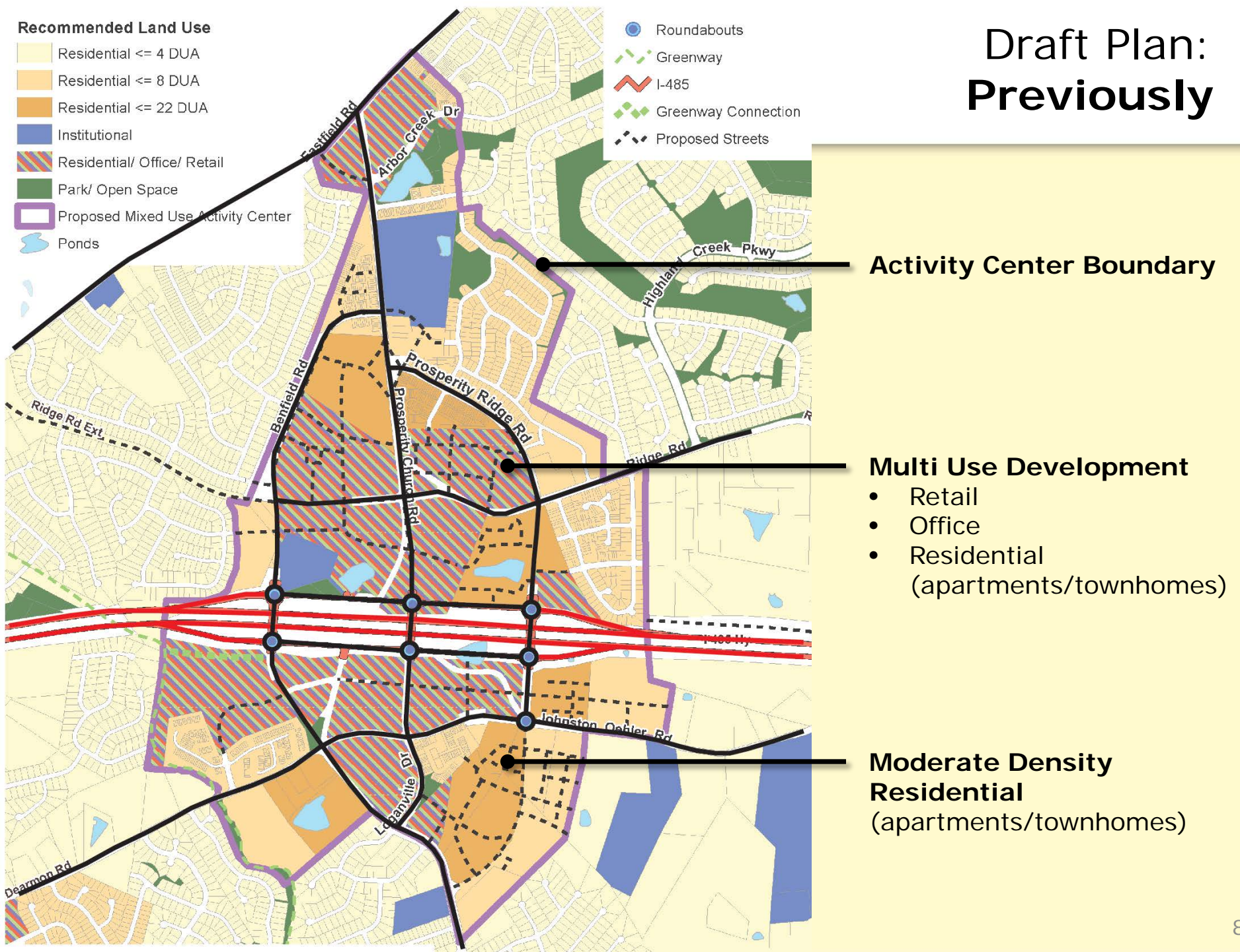
Vision for the Activity Center

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

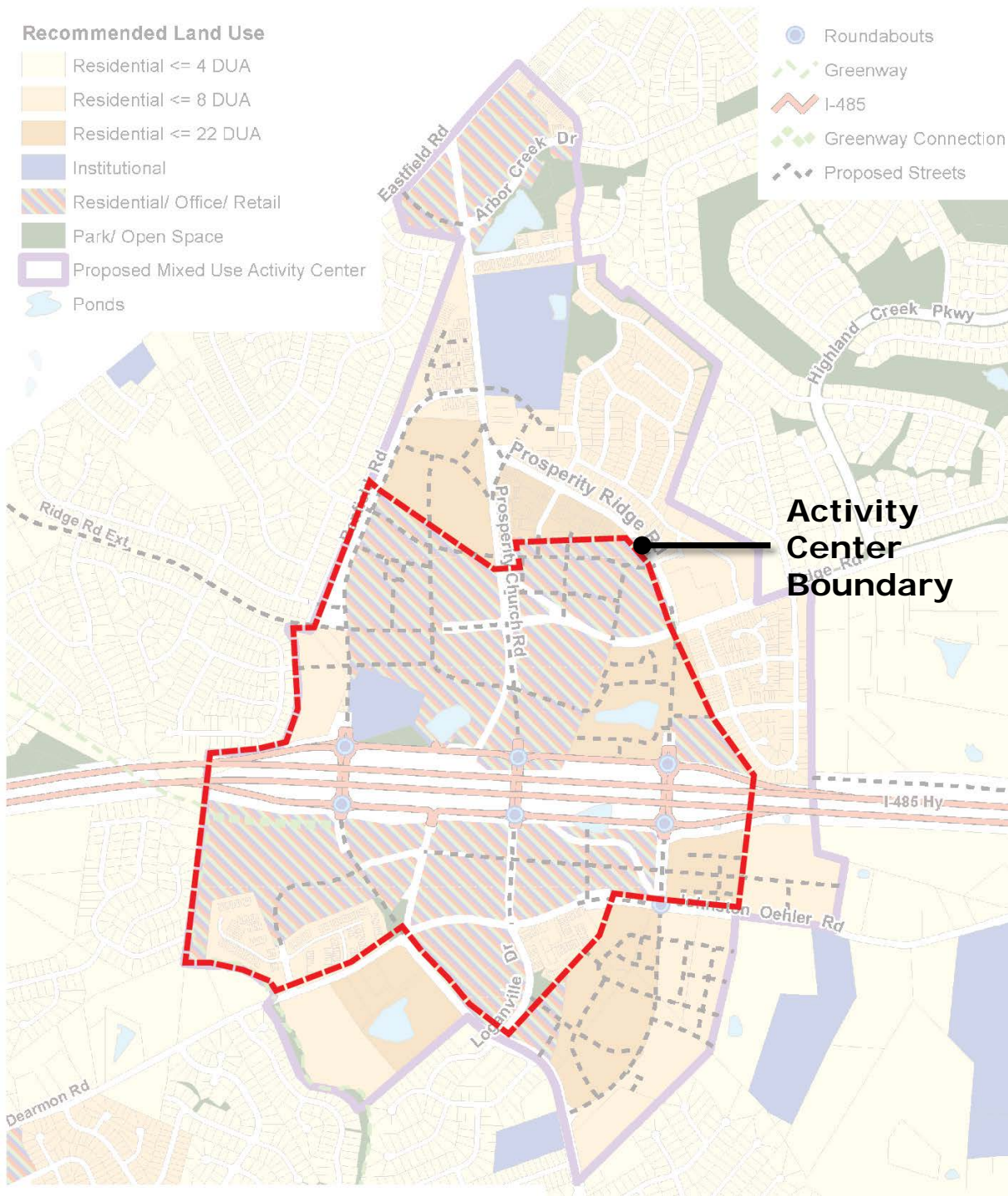


The vision for Prosperity Hucks is centered on a walkable Activity Center that supports the surrounding neighborhoods.

Draft Plan: Previously



Draft Plan: Refinements



1. Refocus on Interchange

- Smaller area
- Tied to new roads

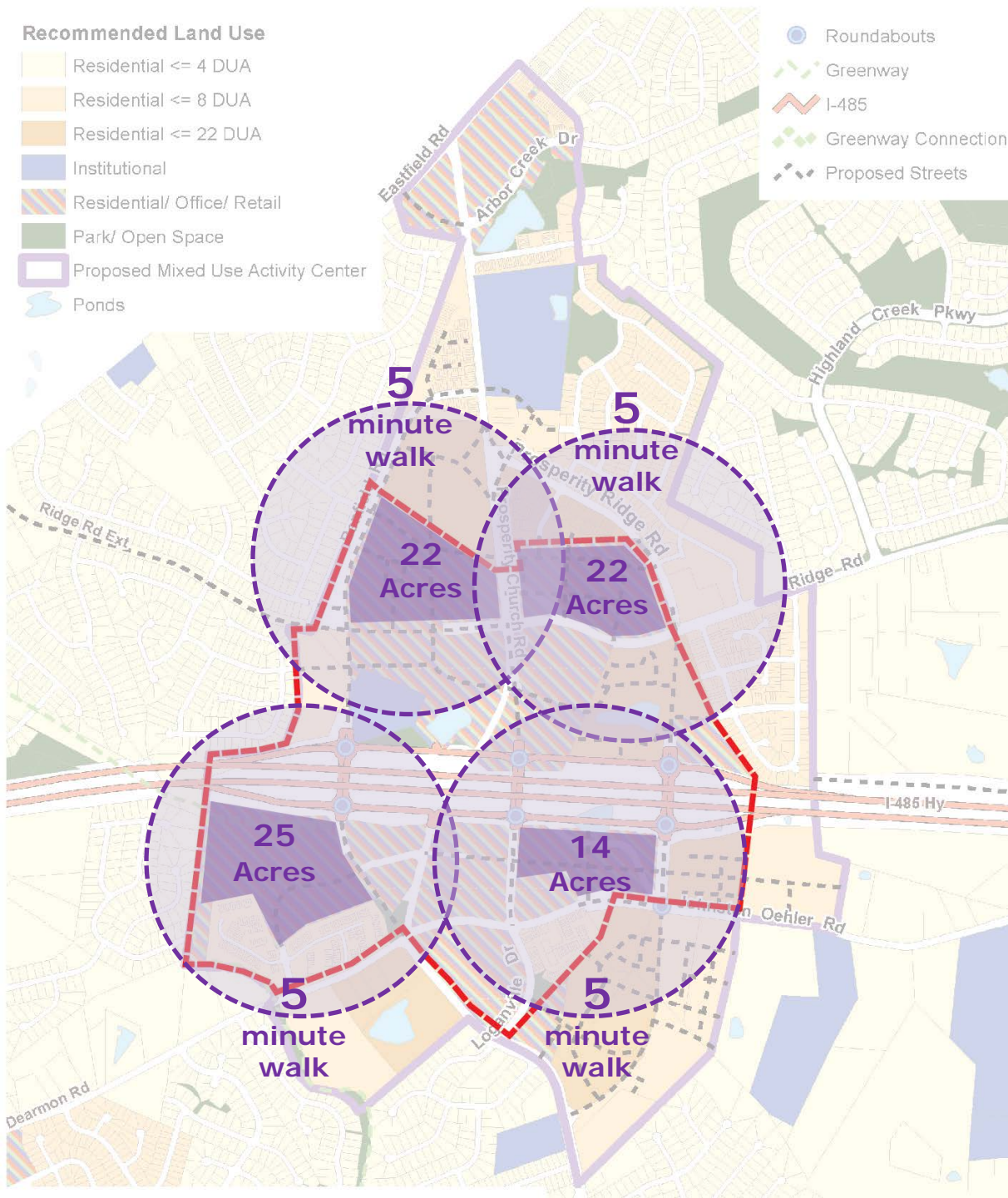
2. What's Outside the Center

- 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

Activity Center Land Use: Refined Plan 2014

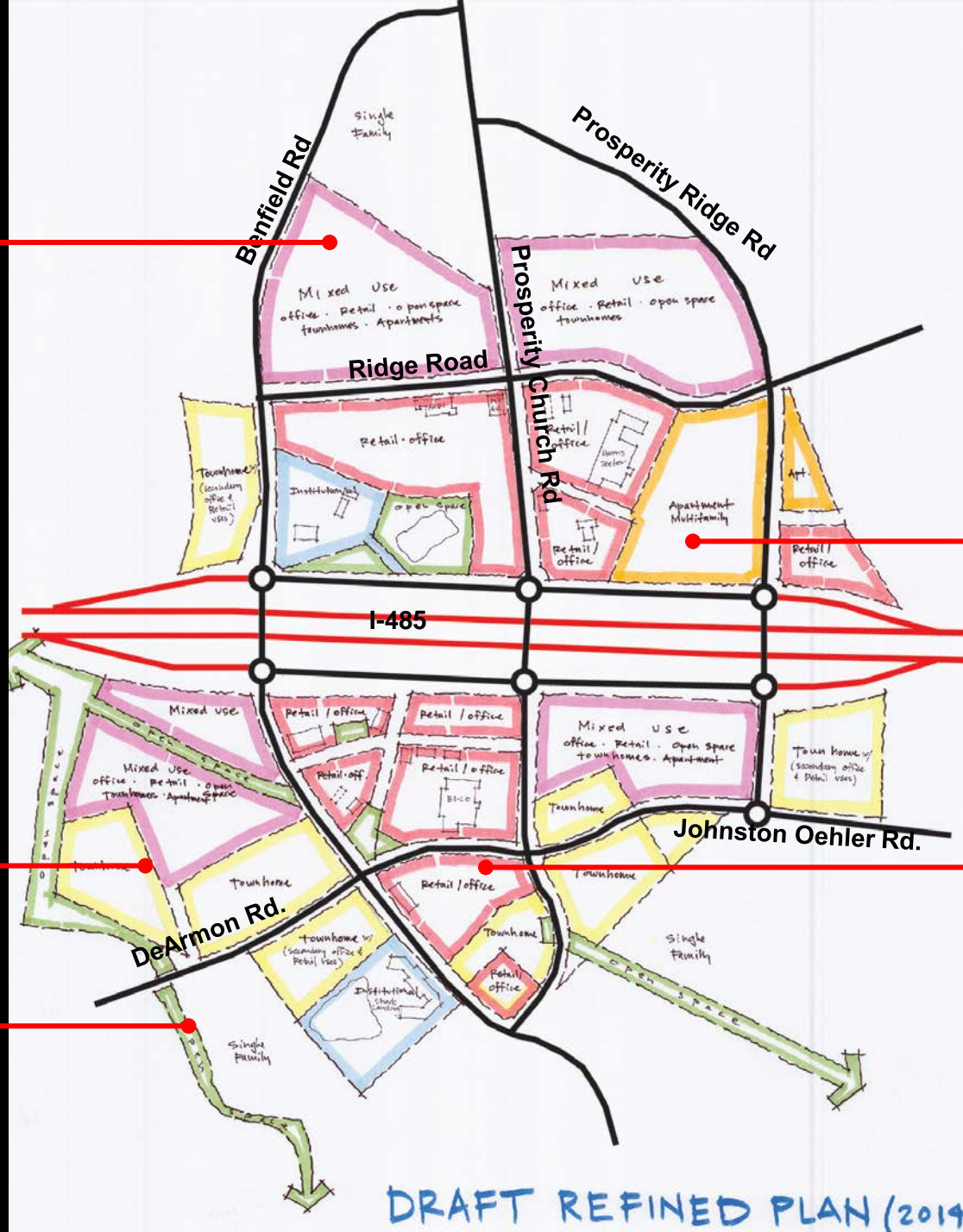
Purple
Multi Use
Development
Retail -
Office -
Residential -
(apartments/
townhomes)

Orange
Moderate Density
Residential
(apartments/
townhomes)

Yellow
Townhomes

Red
Retail - Office

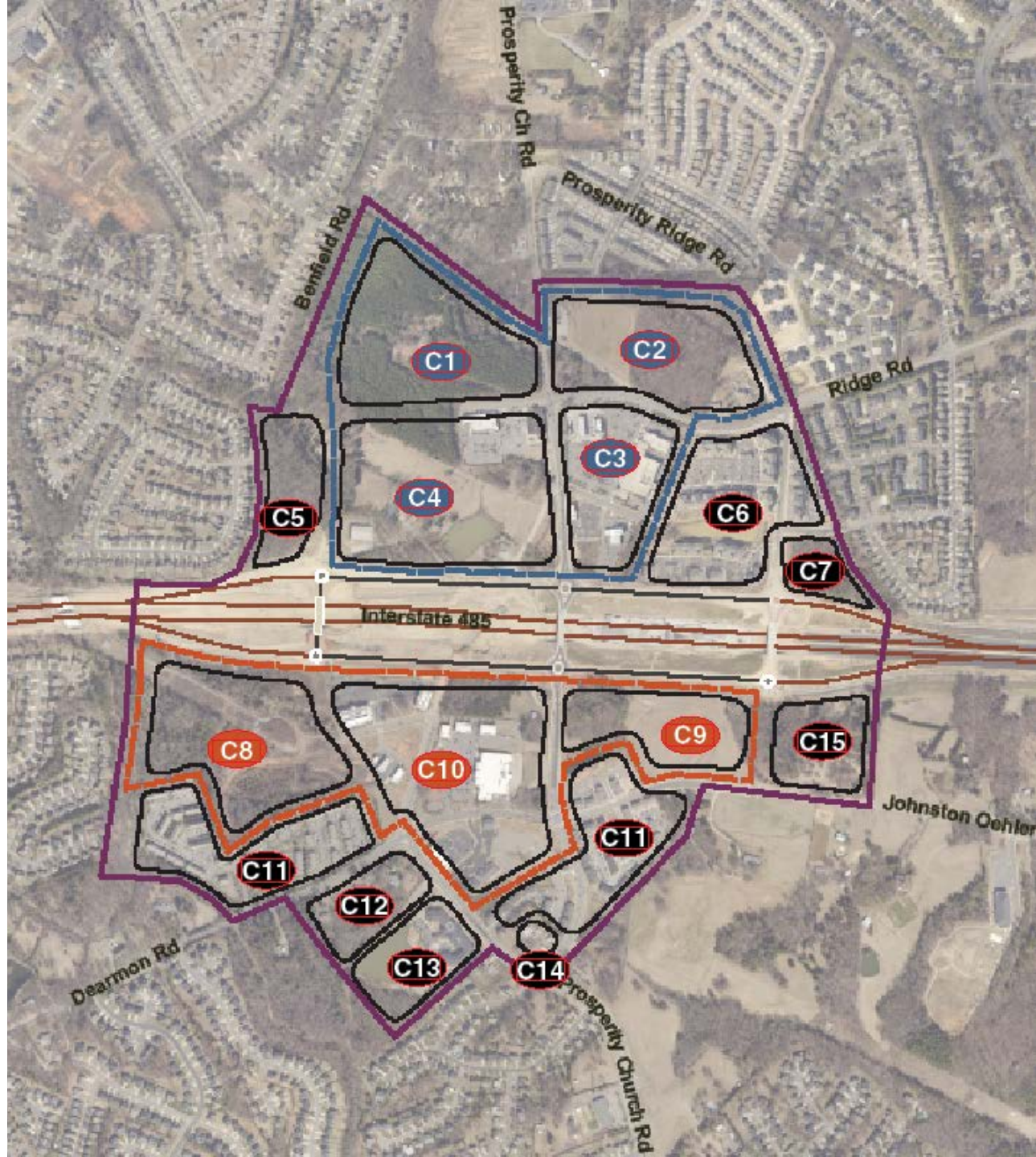
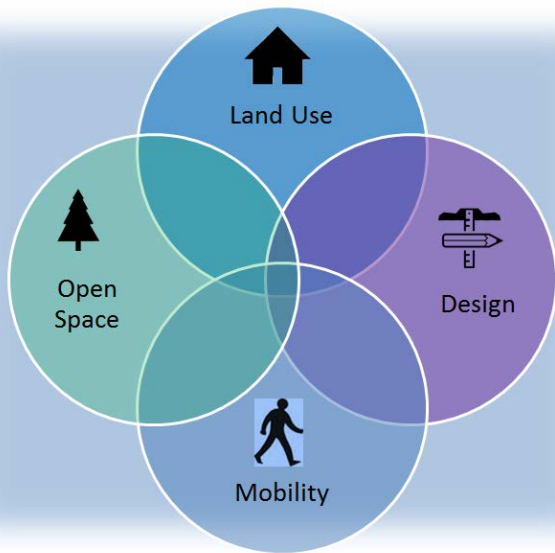
Green
Open Space



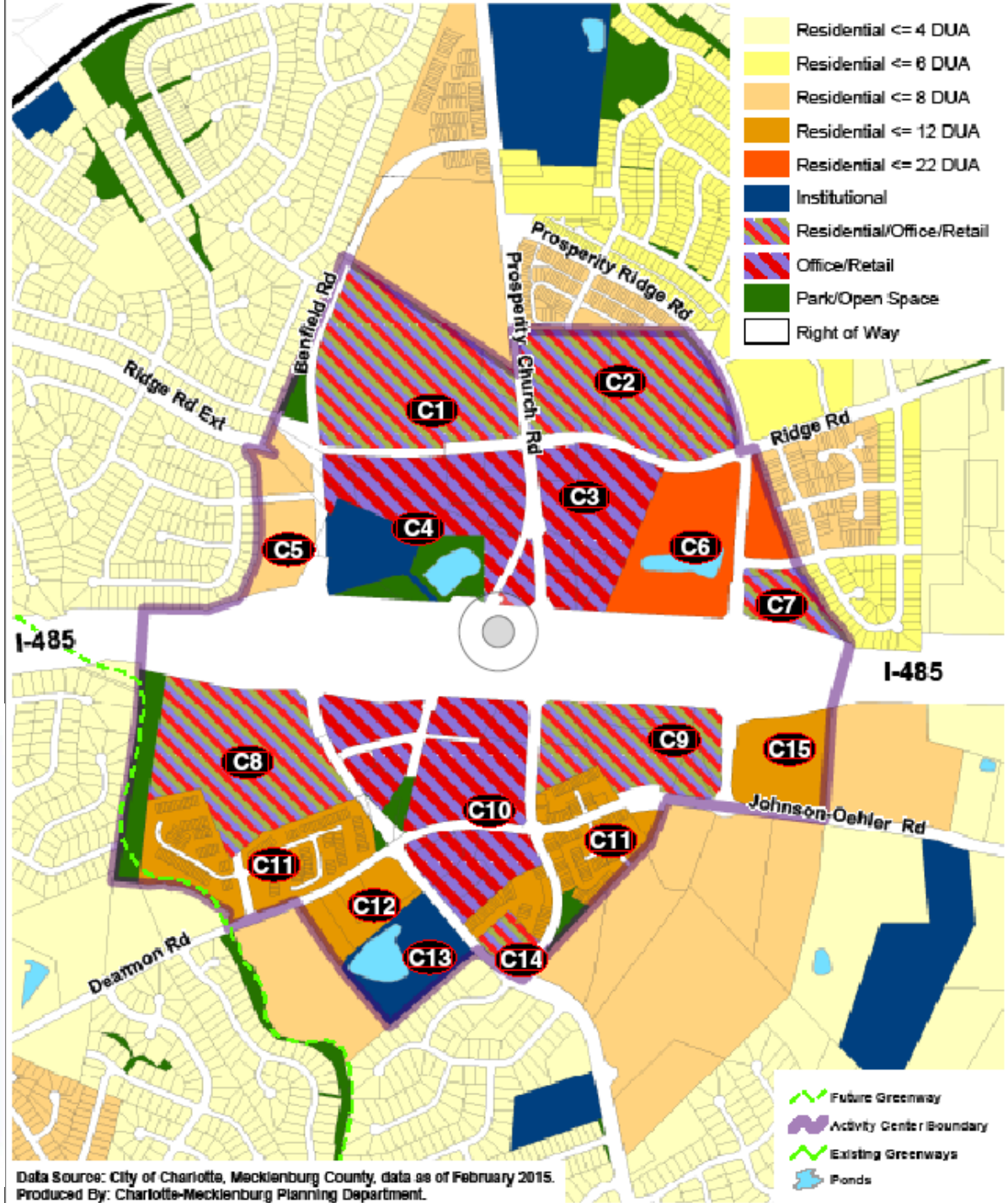
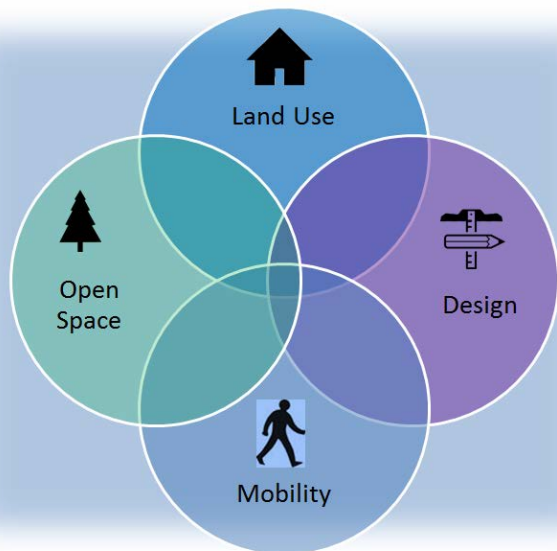
DRAFT REFINED PLAN (2014)

Activity Center Policy Areas

- 15 Policy Areas
- Specific Policy Guidance
- Greater detail



Activity Center Recommended Land Use

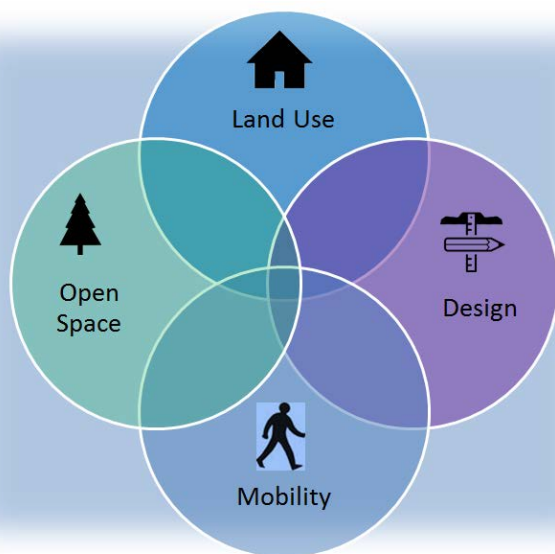
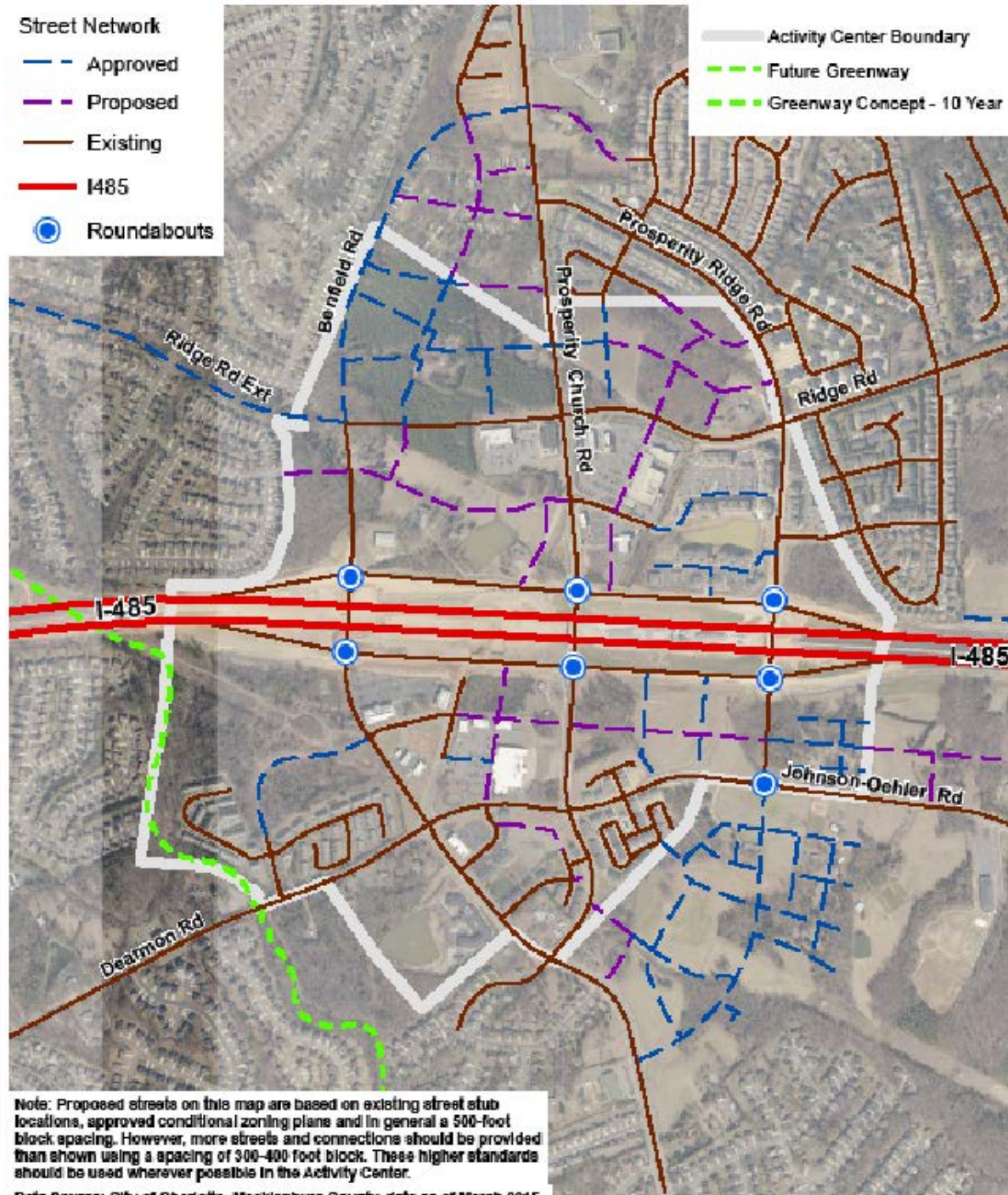


Activity Center Street Network

Street Network

- Approved
- Proposed
- Existing
- I-485
- Roundabouts

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



Policy Area C4: South of Ridge Road & West of Prosperity Church Road

Context:

Largely undeveloped site with pond and existing church.

Intent:

Connected and street-oriented retail, employment, and civic uses centered on the existing pond as a significant open space.

Land Use

1. **Future land use should be a mix of uses** – retail/ service, office, and institutional; (residential uses are only appropriate if vertically integrated with other uses). Larger development parcels (larger than about 5 acres) must include at least two of these uses, such that a single use does not dominate the area. The mix of uses may be vertical or horizontal, but must be designed and connected to create a unified walkable place.
2. **Retail development should include a variety of small shop space** for uses such as retailers, offices, and restaurants. No single retail tenant space should exceed 20,000 square feet on the ground floor.
3. **The existing pond should remain and be incorporated into a significant open space.** There could be small retail uses along a realigned McKay Road and the extension of Highland Shoppes Drive.
4. **The existing church facility is expected to remain.** In the event of redevelopment, appropriate uses would be the same as the remainder of this policy area.
5. **Surplus NCDOT right of way should be used as open space** in conjunction with land around the pond. This property is located along the I-485 frontage road and was left over from the construction of I-485.
6. **Additional land uses with drive-through facilities and/or gasoline pumps** are not appropriate at this location. The area in combination with area C1 is already well served by several drive-through facilities in place or approved.

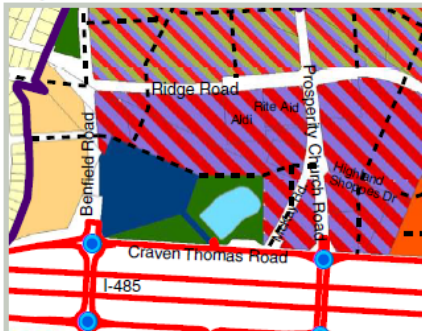
Community Design

refer also to General Policies starting on Page 49

7. **Development should be compact,** pedestrian-oriented, and well-connected internally, and to surrounding development.



Policy Area Location



Policy Area Recommended Future Land Use



The existing pond should remain as a significant open space, with possible small retail uses on the perimeter. (Photo from residents' inspiration collection.)

Typical Policy Area Detail

8. **New buildings should be oriented toward streets,** with the majority of parking located to the side or rear of buildings. Shared parking and/or structured parking is encouraged.
9. **The ground floor of buildings should be designed to activate streets and open space** through a combination of design techniques that may include: Non-residential ground floor uses with clear glass windows and prominent entrances with operable doors allowing access from the sidewalk; and/or Building corners that feature prominent entrances and distinctive architectural design. Multi-story buildings are encouraged.
10. **Landscaping, architectural features, materials and other techniques** should be used to tie development together to establish a sense of place.
11. **Development should recognize the existing pond as a key open space element.** Any additional required open space should build upon this unique amenity, and ground floor uses should orient to it or to the adjacent street.
12. **Parks and open spaces should be oriented toward building entries** and strategically located near pedestrian walkways to create desirable gathering destinations. Consolidation of required open space is encouraged.
14. **Build a network of local streets** as development occurs. Block spacing should be 500 feet or less.
15. **Extend Highland Shoppes Drive** through the site to connect to Benfield Road as a local public street, and make a street network connection north to Ridge Road.
16. **Provide for the relocation of McKay Road** to intersect with the Highland Shoppes Drive extension and to align with the Aldi/Rite Aid Driveway. Consider an enhanced extension north to Ridge Road in the event of redevelopment.

Open Space

refer also to General Policies starting on Page 73

17. **Incorporate open space** such as plazas, gazebos, courtyards, fountains, and play areas, into new development. Design these spaces to maximize common or shared access and to encourage outdoor dining socializing and larger community gatherings.
18. **The existing pond should remain** and be incorporated into a significant open space. This could include passive open space, walking trails, and community amphitheater, as well as potential small scale, well integrated retail/ commercial/ restaurant uses that take advantage of water orientation.
19. **Surplus NCDOT right of way should be used as open space** in conjunction with land around the pond.
20. **When feasible, connect open space** to existing and planned greenways and other open space amenities to establish an area-wide network.

Mobility

refer also to Transportation Policies starting on Page 60

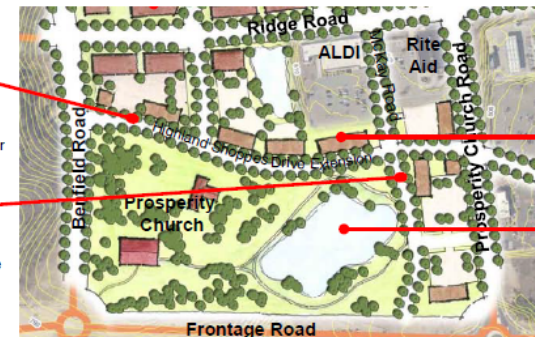
13. **Complete improvements to Prosperity Church Road, Benfield Road, and Craven Thomas Road** (the I-485 service road), to include planting strips or amenity zones, sidewalks, on-street parking, and bike lanes.

New Street Connection

east-west connecting Highland Shoppes Drive to Benfield Road supports Activity Center mobility.

Relocation of McKay Road

provides north-south movement and improve intersection and site access functionality.

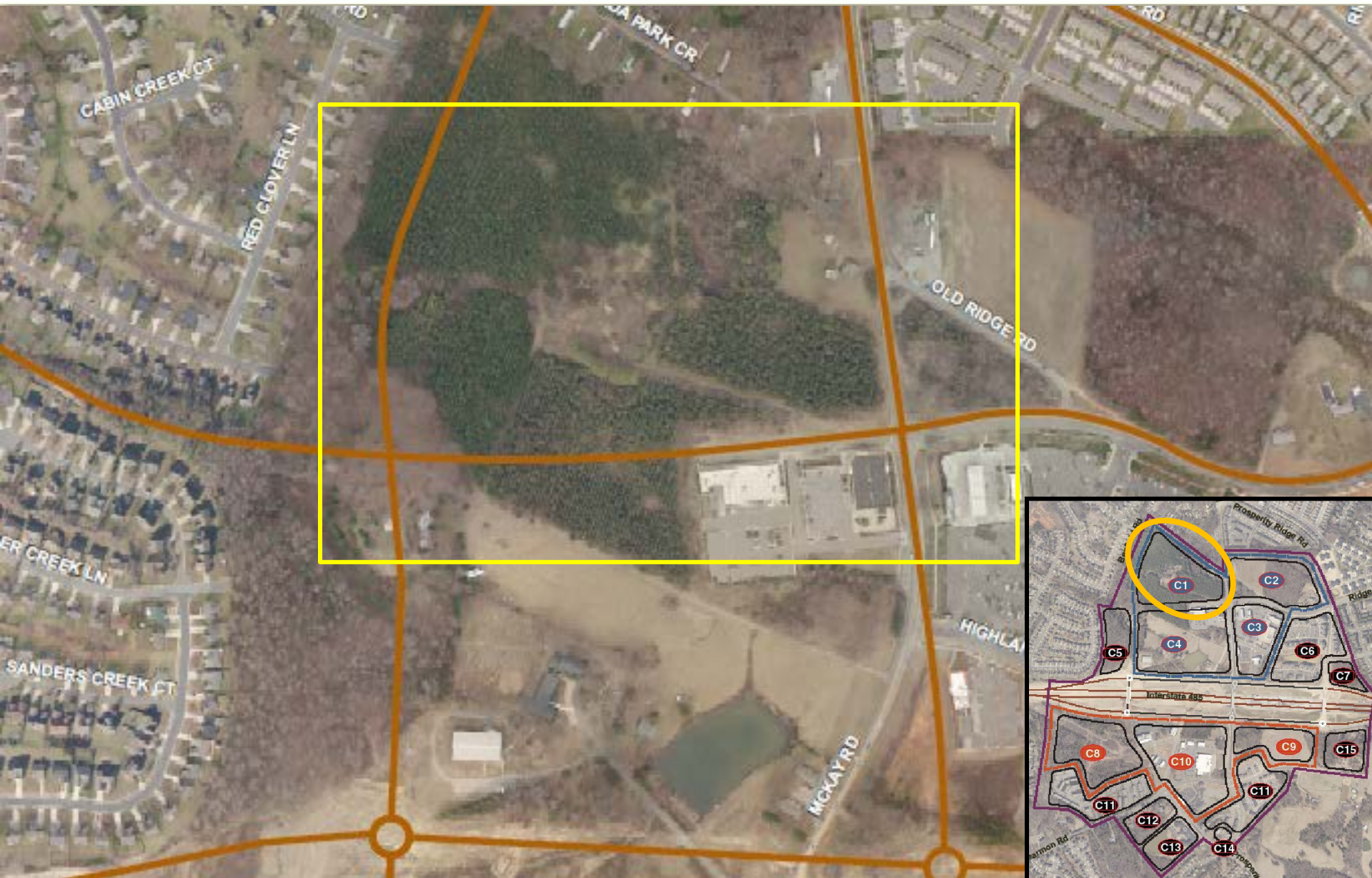


Retail and Office
Uses that orient to the pond and to the new street connections knits the Activity Center together.

Open Space
Use of existing pond as an amenity serves the community as a central gathering location.

Sketch showing the extension of Highland Shoppes Drive through the policy area to Benfield Road, and the relocation of McKay Road. The pond is shown as a significant open space in this illustrative development scenario.

Policy Area C1: Northwest of Ridge and Prosperity Church Roads



Policy Area C1: Northwest of Ridge and Prosperity Church Roads



Policy Area C1: Northwest of Ridge and Prosperity Church Roads

Retail Anchor

Store faces onto a street-like connection helping to establish street grid

Open Space

Plaza/Green space as focal point with varied active uses surrounding

Retail Shops

Street-oriented shops and restaurants with parking behind or to the side



Townhomes

Provide reduced mass at edge of the Activity Center as step-down to neighborhoods

Apartments

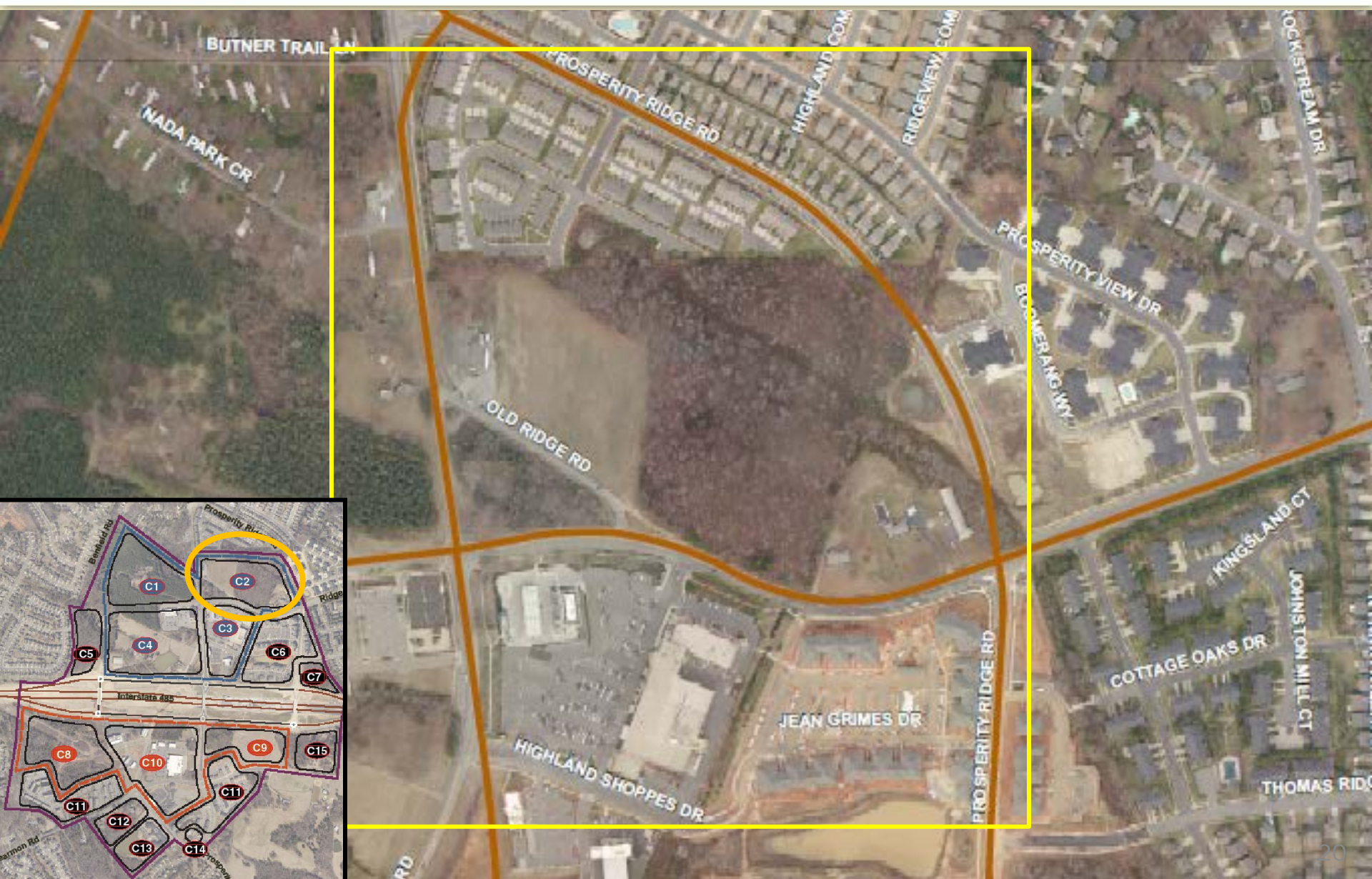
Built to the sidewalk; entrances to the street; Varied building sizes and styles to break mass

Street Edges

Tree-lined streets with buildings at the sidewalk form a uniform connection between different uses

Sketch showing a vision of how this policy area might be developed with a mix uses including retail, open space, and varying type of residential dwellings all interconnected by a common streetscape .

Policy Area C2: Northeast of Ridge and Prosperity Church Roads



Policy Area C2: Northeast of Ridge and Prosperity Church Roads



Policy Area C2: Northeast of Ridge and Prosperity Church Roads



Policy Area C2: Northeast of Ridge and Prosperity Church Roads

Parking

Located behind buildings,
off main pedestrian spines

Retail/Office Uses

Built up to the street edge, with
parking to the side or rear



Open Space

Use of natural topography and storm-
water feature for use as an amenity

An aerial perspective view of the above Community Design concept.

Policy Area C4: Southwest of Ridge and Prosperity Church Roads



Policy Area C4: Southwest of Ridge and Prosperity Church Roads



Policy Area C4: Southwest of Ridge and Prosperity Church Roads

New Street Connection

east-west connecting Highland Shoppes Drive to Benfield Road supports Activity Center mobility.

Relocation of McKay Road

provides north-south movement and improve intersection and site access functionality.



Retail and Office

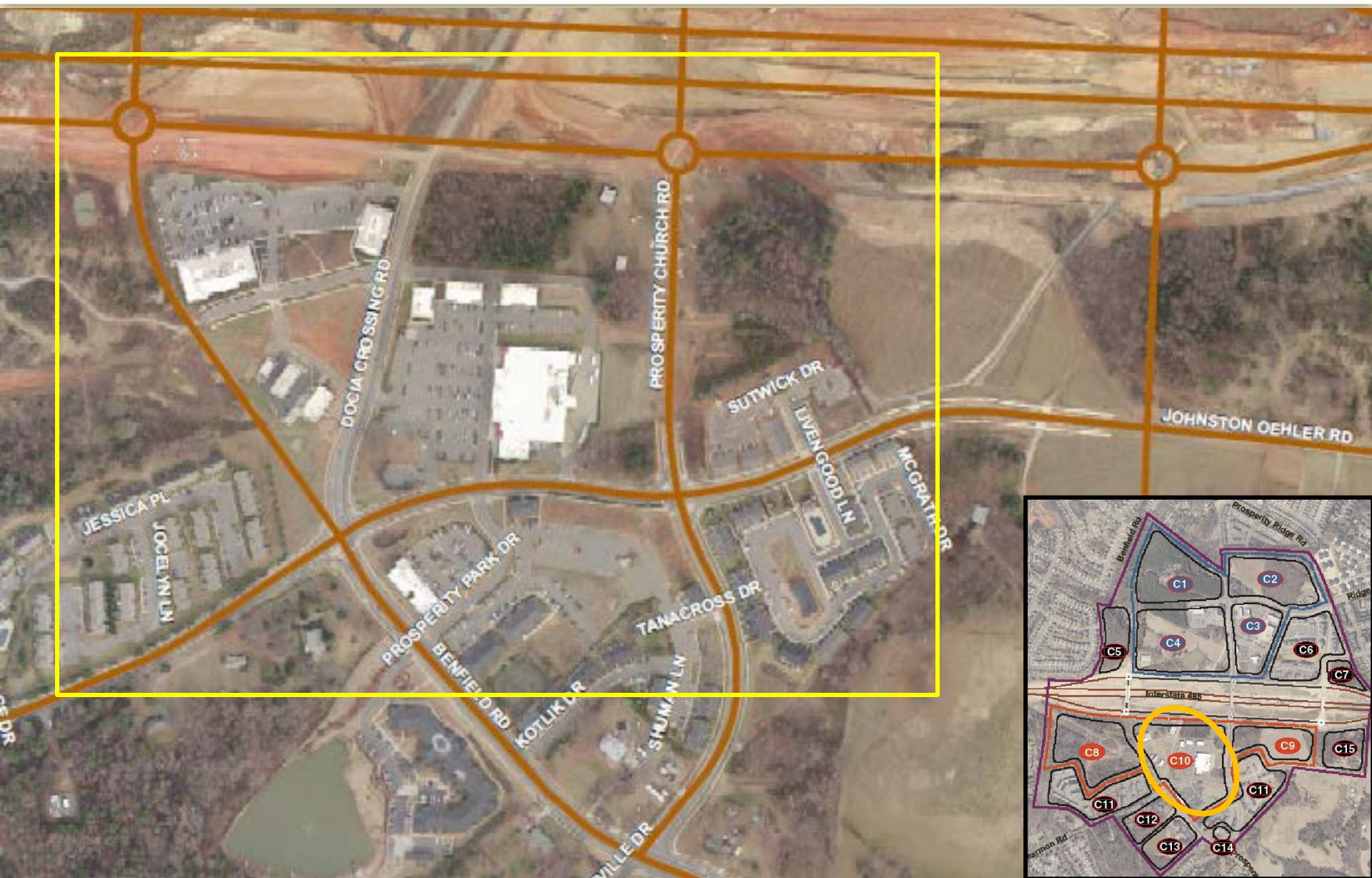
Uses that orient to the pond and to the new street connections knits the Activity Center together.

Open Space

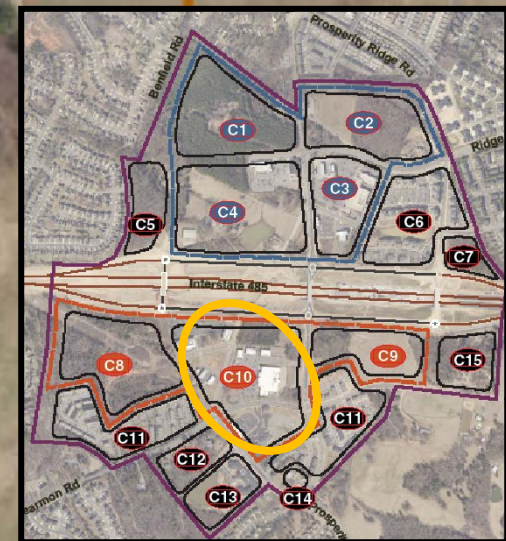
Use of existing pond as an amenity serves the community as a central gathering location.

Sketch showing the extension of Highland Shoppes Drive through the policy area to Benfield Road, and the relocation of McKay Road. The pond is shown as a significant open space in this illustrative development scenario.

Policy Area C10: Southwest of Prosperity Church Road and I-485



Policy Area C10: Southwest of Prosperity Church Road and I-485



Policy Area C10: Southwest of Prosperity Church Road and I-485



Streetfront Retail/Office

fronting on extended Prosperity Crossing Road provides a pedestrian experience and street connectivity through the Core of the Activity Center.

Small Open Space

at strategic locations throughout the Activity Center improves the pedestrian experience.

Retail/Office Uses

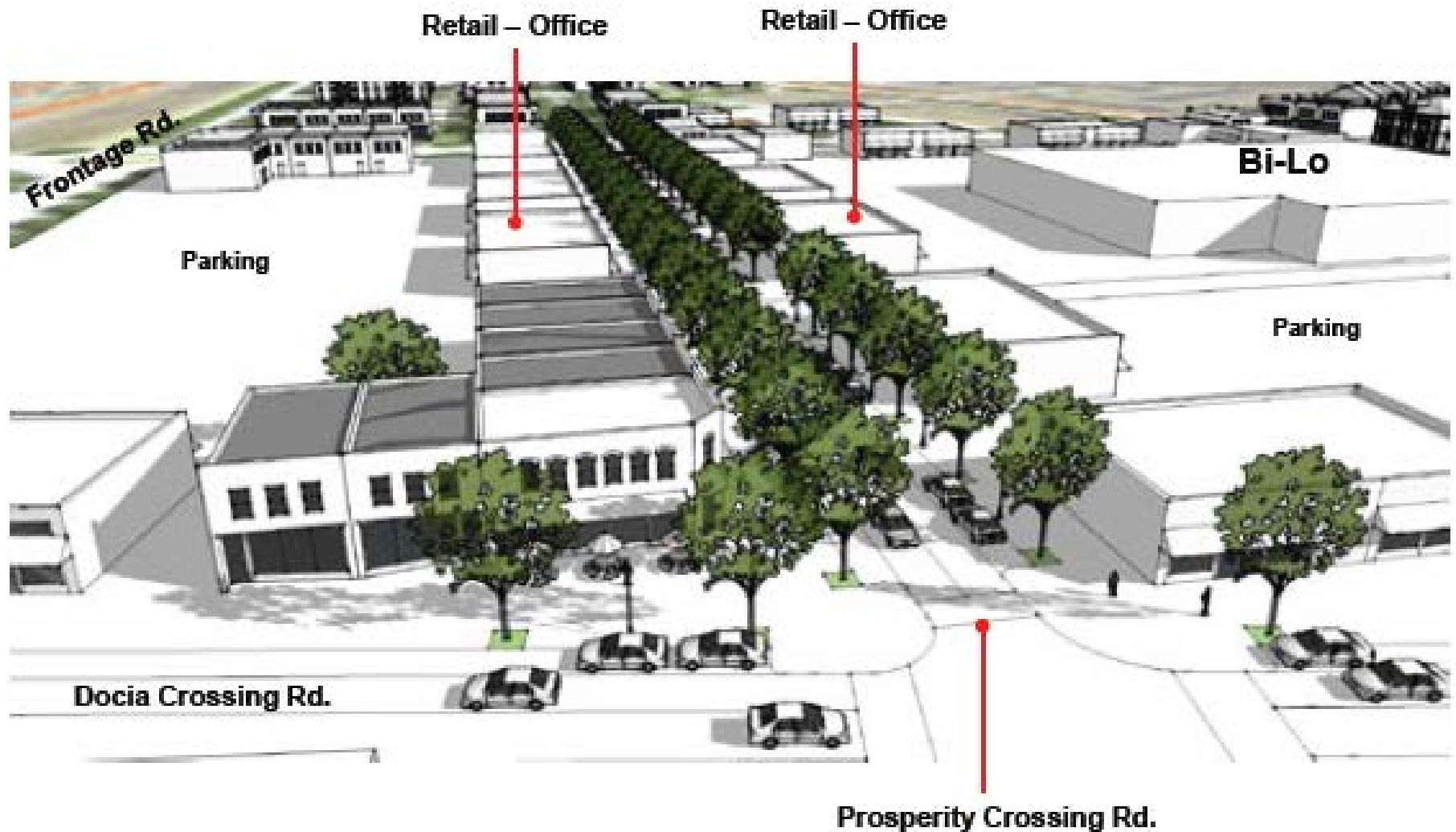
built on available land serves to screen the existing grocery store loading area.

Open Space Element

added on former right of way of what is now Dacia Crossing can become part of a network of connecting open space between parcels.

Sketch showing the extension of Prosperity Crossing Road, and streetfront mixed use development facing onto it. Small open spaces add to the pedestrian experience.

Policy Area C10: Southwest of Prosperity Church Road and I-485



Vision for the Wedge

Neighborhoods are the backbone to the stability of the area. Continuing development in and around the neighborhoods will take into account its impact on the quality of life of area residents and protect the tree canopy.

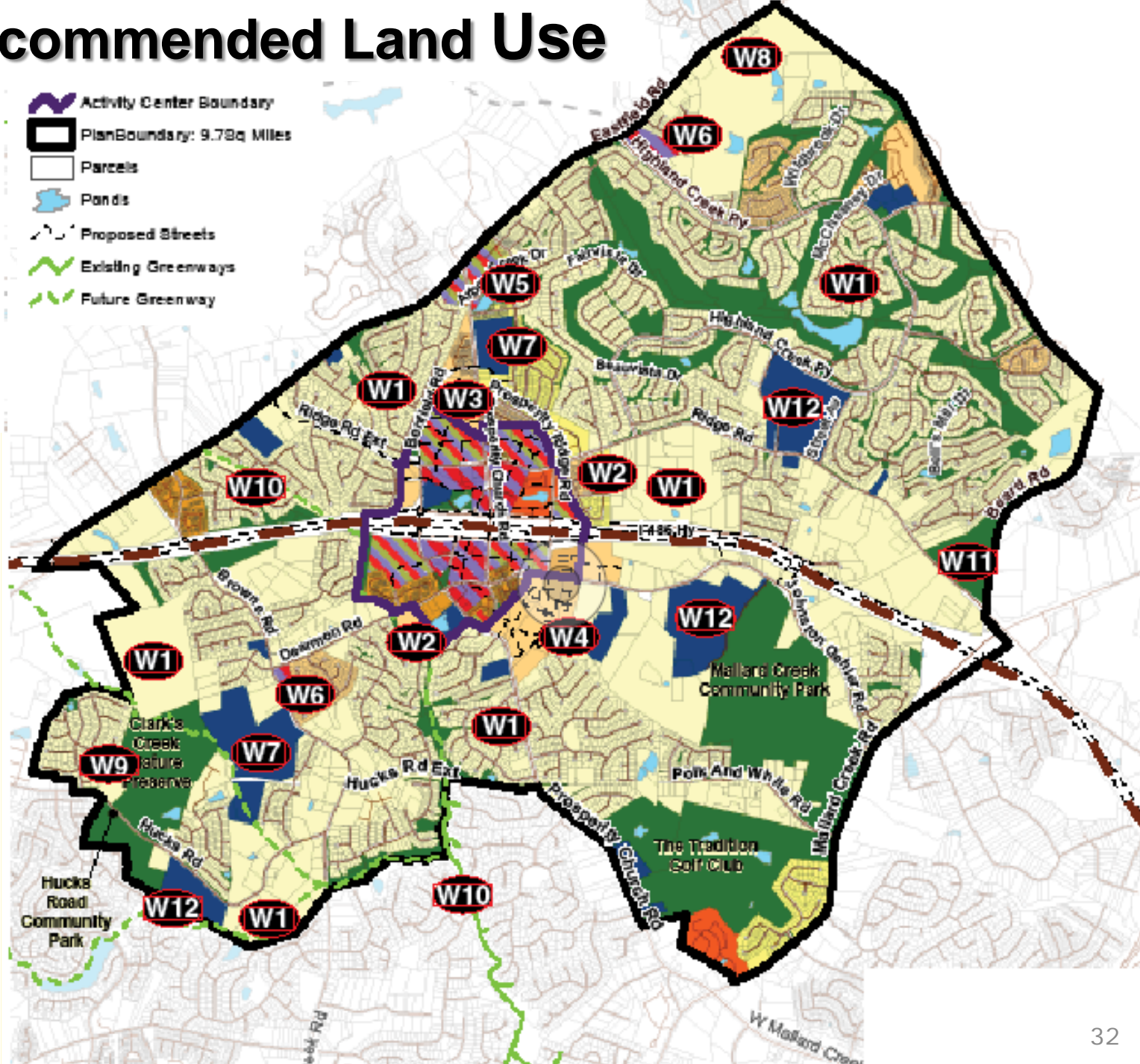


Wedge Recommended Land Use

Future Land Use

- Residential <= 4 DUA
- Residential <= 8 DUA
- Residential <= 8 DUA
- Residential <= 12 DUA
- Residential <= 22 DUA
- Institutional
- Residential/Office/Retail
- Office/Retail
- Park/Open Space

- Activity Center Boundary
- Plan Boundary: 9.78q Miles
- Parcels
- Ponds
- Proposed Streets
- Existing Greenways
- Future Greenway



Next Step: Public Meeting

Prosperity Hucks area plan



Charlotte-Mecklenburg
Planning Department
600 East Fourth Street
Charlotte, NC 28202

The Charlotte-Mecklenburg Planning Department will hold a public forum to review and receive comments on the Refined Draft Prosperity Hucks Area Plan

Wednesday, April 15, 2015

Drop in between 4:00 pm and 7:00 pm

Crossway Community Church, 6400 Prosperity Church Road

Brief presentations at 4:30, 5:30, and 6:30 pm

An area plan is a policy document that provides the framework for future growth and development and serves as guidance for elected officials when making land use decisions. This plan recommends changes in the future use of property located within the plan area. This Refined Draft is consistent with discussions at the Community Workshop this past fall. See the map on the reverse side for the plan boundary.

The Refined Plan document is posted on the web at CharlottePlanning.org.

As part of the official plan adoption process, the Charlotte-Mecklenburg Planning Committee will receive public comments

Tuesday, May 19, 2015 at 5 pm

Charlotte-Mecklenburg Government Center

600 East Fourth Street, Room 280

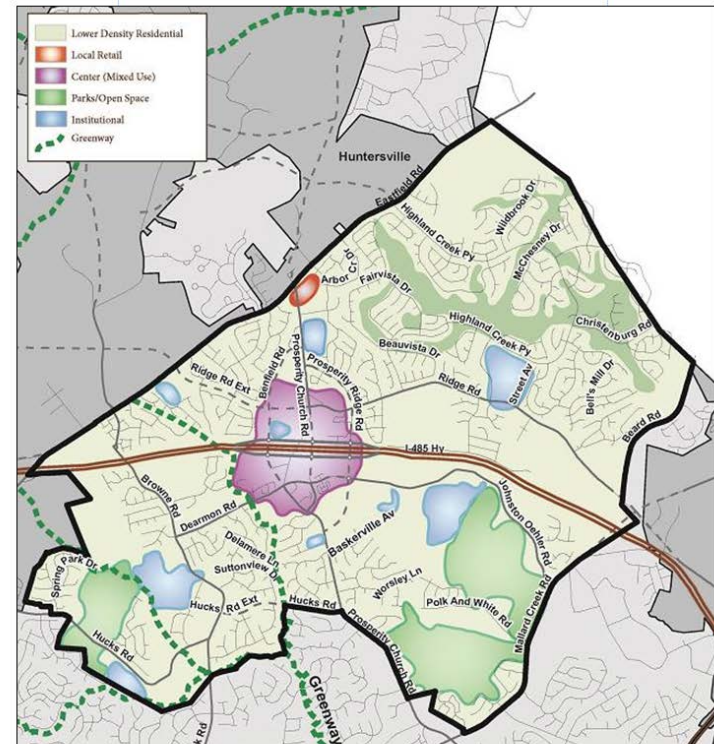
For more information, contact Kent Main at (704) 336-5721 or kmain@ci.charlotte.nc.us

Prosperity Hucks area plan



Public Review of Draft Plan: Wednesday, **April 15**, Drop in 4 to 7 pm
at Crossway Community Church, 6400 Prosperity Church Road
Brief presentations at 4:30, 5:30, and 6:30 pm

Planning Committee Public Comment - Tuesday, **May 19**, 5 pm
at Government Center, 600 East 4th Street, Room 280



2015

April – **Public Meeting**

May – **Planning Committee public comment**
– TAP Committee introduction

June – Planning Committee recommendation
– TAP Committee referral to Council for public comment
– **City Council public comment**
– Planning Committee recommendation

July – TAP Committee recommendation
– City Council Action

Questions?



Prosperity Hucks area plan

Refined Draft Document March 30, 2015



Charlotte Mecklenburg Planning Department