

Economic Development Council Committee
Thursday, May 12, 2011 at 3:30pm
Charlotte-Mecklenburg Government Center
Room 280

Committee Members: James Mitchell, Chair
Patrick Cannon, Vice Chair
Jason Burgess
Andy Dulin
Patsy Kinsey

Staff Resource: Ron Kimble, Deputy City Manager

AGENDA

- I. **INDEPENDENCE BOULEVARD AREA PLAN – 30 minutes**
Staff: Alysia Osborne, Planning & Brian Horton, CDOT
Action: Further discuss citizen and Council feedback on the Plan, and if ready, consider recommending the adoption of the draft *Independence Boulevard Area Plan*, Volume I: The Concept Plan with recommended changes, and receive Volume II: The Implementation Plan as information.
Attachments

- II. **PROCESSING HISTORIC LANDMARKS – 15 minutes**
Staff: Ron Kimble, City Manager's Office
Action: Receive information on a proposal for processing Historic Landmarks and make a recommendation to City Council. **Attachment**

- III. **BUSINESS CORRIDOR REVITALIZATION STRATEGY UPDATE – 15 minutes**
Staff: Peter Zeiler, Neighborhood & Business Services
Action: Receive a presentation of the 2007 Business Corridor Strategic Plan and an overview of the approach for updating the Plan.

- IV. **BUSINESS ADVISORY COMMITTEE ANNUAL REPORT (Information Only - Attachments)**

- V. **NEXT MEETING: Thursday, May 26, 2011 at 3:30pm, Room 280**
Possible Topics: Mosaic Village Student Housing
Discussion of June/July Joint City County ED Meeting

Distribution: Mayor/City Council Curt Walton, City Manager Leadership Team Executive Team

Independence Boulevard Area Plan

Proposed Changes to April 2010 Draft Document
Submitted to Economic Development Committee
May 12, 2011

**Independence Boulevard Area Plan
Proposed Changes to April 2010 Draft
May 12, 2011**

#	Recommendation and Location	Purpose of Change	Current Text, Map or Graphic in Draft Plan	Proposed Revision (BOLD TEXT)
1.	Page iii, First bullet, Transportation	Revise reference to the proposed future right-of-way for Independence Boulevard to reflect the March 21, 2011 text amendment that eliminated the transitional setback along portions of Independence Boulevard.	Independence Boulevard should be developed within a 250 feet envelope west of WT Harris Boulevard and a 280 feet envelope east of WT Harris to the Plan Area boundary.	Independence Boulevard should be developed within a 250 feet envelope east of Sharon Forest Drive to WT Harris Boulevard and a 280 feet envelope east of WT Harris to the Plan Area boundary.
2.	Page iv, Executive Summary, Implementation Strategies , Pages 23 and 75	Add language that encourages City staff to continue working with the Metropolitan Transit Commission (MTC) to develop implementation strategies for rapid transit within the Southeast Growth Corridor. This change responds to citizen and Planning Committee comments.		<p>Page iv, Executive Summary, Key Implementation Strategies: “Working with the Metropolitan Transit Commission to explore implementation strategies to clarify and advance rapid transit in the Southeast Growth Corridor.</p> <p>Add New Policy to Page 23, TSA -1: Continue to support multi-modal transportation infrastructure investments for the Southeast Growth Corridor. The rapid transit plans identified and recommended within the plan area help define the framework for future investments.</p> <p>Add New Implementation Strategy to Page 75, TSA-1: Coordinate transportation planning efforts with the Metropolitan Transit Commission to clarify and advance transit improvements in the Southeast Growth Corridor.</p>

**Independence Boulevard Area Plan
Proposed Changes to April 2010 Draft
May 12, 2011**

#	Recommendation and Location	Purpose of Change	Current Text, Map or Graphic in Draft Plan	Proposed Revision (Bold Text)
3.	Pages 50 and 51	Revise Figure 8 - Freeway Cross-section and text describing the proposed future right-of-way for Independence Boulevard to reflect the March 21, 2011 text amendment that eliminated the transitional setback along portions of Independence Boulevard.	<p>Existing Condition: Independence Boulevard in this section has three lanes in each direction and auxiliary lanes in various locations. Rights-of-way vary between locations along the corridor. The adopted right-of-way envelope for the roadway is 250 feet west of WT Harris Boulevard, and 280 feet east of WT Harris Boulevard.</p> <p>Proposed Roadway Facility: Recommended width includes allowance for:</p> <ul style="list-style-type: none"> • Three travel lanes in each direction • HOV lanes on inside of travel lane • Transit facility (BRT/LRT) in median • Additional widening for right turn lane may be required in some circumstances in accordance with CDOT standards. • Paved shoulders. <p>Tree planting is required with spacing, irrigation, subdrainage, and adequate soil space for roots per the Charlotte Tree Ordinance within a landscaped buffer.</p>	<p>See Revised Proposed Cross-section for Independence Boulevard - Attachment #1.</p> <p>Existing Conditions: Independence Boulevard in this section has three lanes in each direction and auxiliary lanes in various locations. Rights-of-way vary between locations along the corridor</p> <p>Constrained Section: NCDOT has already converted Independence Boulevard to an expressway west of Albemarle Road and will soon extend this conversion to Sharon Forest Drive. Given these recent and committed highway improvements, no additional right-of-way will be reserved for properties west of Sharon Forest Drive or east of Sharon Forest after NCDOT completes right-of-way acquisition for the next widening project southeast to the Charlotte City limits. However, future transportation projects, such as transit stations and/or managed lanes, may require additional right-of-way acquisition.</p> <p>Future Section: The adopted right-of-way envelope is 250 feet east of Sharon Forest Drive to WT Harris and 280 feet east of WT Harris to the City limits.</p> <p>Proposed Regional Transportation Corridor: Recommended width includes allowance for:</p> <ul style="list-style-type: none"> – Three travel lanes in each direction. – HOV lanes on inside of travel lanes. – Transit facility (BRT/LRT) in median. <p>Additional widening for right turn lanes maybe required in some circumstances in accordance with CDOT standards.</p>

**Independence Boulevard Area Plan
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May 12, 2011**

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4.	<i>(continued)</i>	<i>(continued)</i>	<i>(continued)</i>	Tree planting is required with spacing, irrigation, subdrainage, and adequate soil space for roots per the Charlotte Tree Ordinance within a landscaped buffer.
5.	Page 45, Map 14	Replace Map 14 with Attachment #2 which includes modifications to the future transportation network. Specific changes to the map are illustrated on the attachment.	Map 14 – Future Transportation Network	Attachment #2 – Future Transportation Network (Specific changes from the original map are noted.)
6.	Page 4	Revise document image and language for Centers, Corridors and Wedges to include recent definitions from the August 2010 updated document.		Add Text that updates definitions for Mixed Use Centers and Corridors.
7.	Pages 14 and 16	Modify Future Land Use Recommendation for Parcel Identification Number 19106121. The land use policy in the current draft has the parcel split with institutional and retail/office land uses. The recommended future land use should be retail/office which is consistent with the existing land use and zoning. This change responds to property owner concerns.		Modify Recommended Future Land Use for Parcel Identification Number 19106121 from retail/office and institutional to retail/office.

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8.	Page 19, LU-5	Add language to encourage use of existing residential structures along Monroe Road to maintain residential character in areas between proposed nodes.		Add Text: Adaptive reuse of existing residential structures is strongly encouraged.
9.	Page 20, LU-9	Add language to specify recommended residential density when retail redevelops.		Add Text: Residential densities up to 8 DUA with townhome type development will be considered appropriate at this location.
10.	Pages 23 and 75	Add language to clarify implementation of the land use vision for the transit oriented development (TOD) vision. Staff will not correctively rezone to TOD at the proposed transit station areas. This change responds to citizen and Planning Committee comments.	In addition to the recommended future land use policies for each transit station area, the Implementation Guide provides land development guidance on achieving the transit-oriented development vision.	<p>Add New Policy to Page 23 TEXT: TSA –2, Zoning districts other than Transit-Oriented Development (TOD) are appropriate to implement the land use vision. Additionally, Transit-Oriented Development (TOD) zoning should only be applied if requested by the property owner.</p> <p>Add New Implementation Strategy to Page 75, TSA -2 Support development proposals consistent with the land use, community design, transportation and other policy guidance specified within the document. Zoning Districts other than Transit-Oriented Development (TOD) are appropriate to implement the land use vision, but should stress pedestrian oriented design.</p>

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13.	<i>(continued)</i>	<i>(continued)</i>	<p>with bicyclists.</p> <ul style="list-style-type: none"> • On-street parking on both sides. Curb extensions may be used to narrow street width at intersections and other locations where on street parking is not appropriate. • Widening for left turn lanes onto thoroughfares may be required in accordance with CDOT standards. <p>Proposed Behind the Curb: Minimum building setback is determined by zoning classification. A planting strip and sidewalk is required behind the curblines in accordance with the Urban Street Design Guidelines. The planting strip provides buffer from traffic to pedestrians on the sidewalk, and tree planting is required with spacing, irrigation, subdrainage, and adequate soil space for roots per the Charlotte Tree Ordinance. The minimum sidewalk width for local residential streets is six feet, unless located within ¼ mile of a transit station, then the minimum sidewalk width is eight feet.</p>	<i>(continued)</i>
14.	Pages 79 and 80	Revise proposed PED Overlay boundary for Area #6 to remove Parcel Identification Number 16110712. This change responds to property owner concerns.	Proposed PED Overlay Map #18 , Area #6	Remove Parcel Identification Number 16110712 from Area #6, Proposed PED Overlay Map #18, Area #6

**Independence Boulevard Area Plan
Proposed Changes to April 2010 Draft
May 12, 2011**

#	Recommendation and Location	Purpose of Change	Current Text, Map or Graphic in Draft Plan	Proposed Revision (Bold Text)
15.	Pages 48 and 75	Add language to address the increasing need for local transit within the plan area. This change responds to citizen and Planning Committee comments.		<p>Add New Policy to Page 48, T-27, Encourage expansion of local transit to major nodes of activity. As new nodes result from development, CATS is encouraged to expand service. Additionally, the development community is encouraged to create enhanced stops for expanded transit service, as well as park-and-ride opportunities, within new development projects.</p> <p>Add New Implementation Strategy to Page 75, T-27, Staff will work with CATS to expand transit services and facilities.</p>
16.	Page 23	Add language to address the Urban Land Institute (ULI) recommendations for nodal development along Independence Boulevard. This change responds to citizen and Planning Committee comments.		<p>Add Text: The ULI –Fellowship Panel recently conducted a study that recommended reducing the number of transit stations along Independence Boulevard between Briar Creek and Sardis Road North. The Metropolitan Transit Commission has begun considering those recommendations. In the event that the Metropolitan Transit Commission decides to revise the 2030 Corridor System Plan to reduce the number of transit stations within the plan area, the future land use policies for the stations that are eliminated should include a mixture of retail, office and residential land uses with community design characteristics inherent in transit station area principles which are appropriate for these locations even without rapid transit in place.</p>

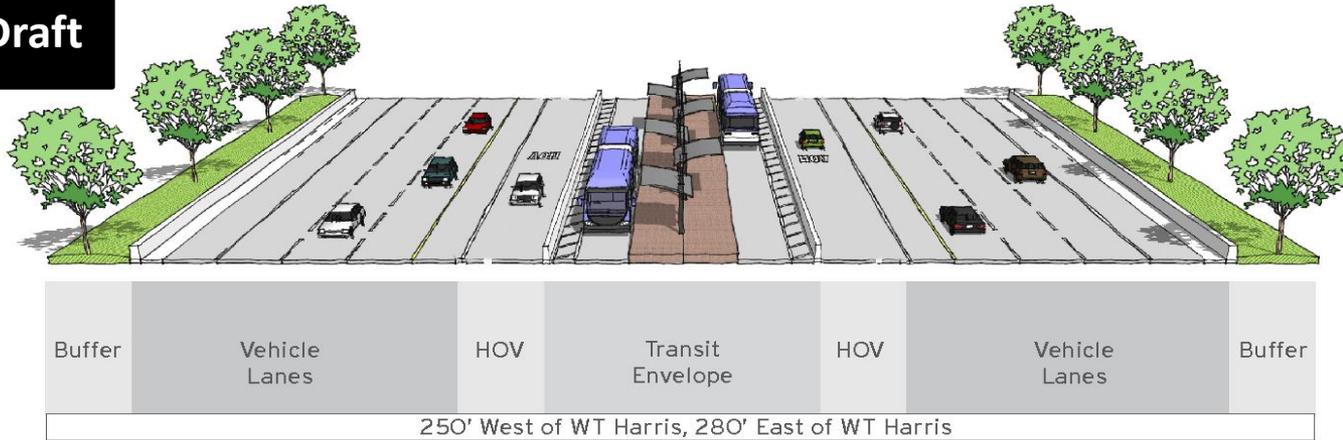
**Independence Boulevard Area Plan
Proposed Changes to April 2010 Draft
May 12, 2011**

#	Recommendation and Location	Purpose of Change	Current Text, Map or Graphic in Draft Plan	Proposed Revision (Bold Text)
17.	Page 61	Move Map -16, Potential Locations for Regional Stormwater Facilities, to the Implementation Guide (which is not adopted by Council). The change responds to citizen and Planning Committee comments.		Move Map 16 – Potential Locations for Regional Stormwater Facilities to the Implementation Guide to serve as a reference as development occurs in the plan area.

*General note: In addition, minor typographical changes that do not impact the intent of the plan will be made.

Future Cross-section for Independence Boulevard

Current Draft



Proposed Revision



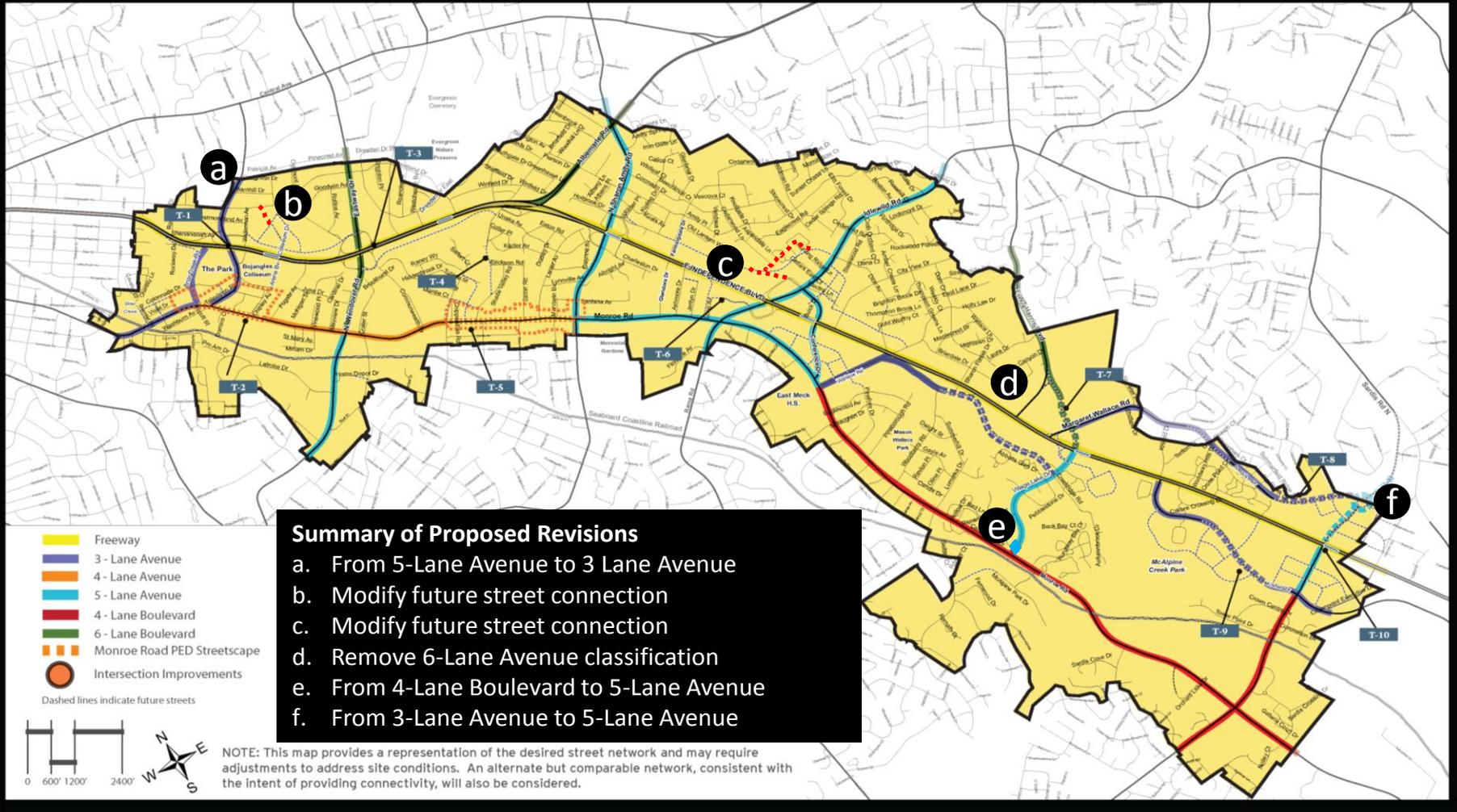
* Indicates the proposed changes to the *Independence Boulevard Area Plan* to reflect the March 21, 2011 text amendments to eliminate the transitional setback along portions of Independence Boulevard.

Independence Boulevard Area Plan

Proposed Revisions

Independence Boulevard - Future Transportation Network

Map 14



Independence Boulevard Area Plan

Summary of Comments on Draft Plan

Submitted to Economic Development Committee

May 12, 2011

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

The following table summarizes comments received from the Planning Committee of the Charlotte-Mecklenburg Planning Commission and comments received from citizens during Council Public Comment Sessions held on March 28 and April 11, 2011.

Comment	Staff Response	Action Taken
Planning Committee Comment		
<p>1. ISSUE: The 6 TOD type development areas.</p> <p>SOLUTION: No TOD type development areas. Treat the interchange areas like other interstate interchanges.</p> <p>RATIONAL: Independence Boulevard is functioning as an interstate today and has for a long time. The traffic counts are the same as I-77 and I-85.</p>	<p>Transit -oriented development is the long-term land use vision for transit station areas proposed along the Southeast Transit Corridor. Station location and quantity were defined within the 2030 Corridor System Plan adopted by the Metropolitan Transit Commission (MTC) in 2006. The plan provides flexibility for a mixture of retail, office and residential land uses with community design characteristics inherent in transit station area principles which are appropriate for these locations even without rapid transit in place.</p>	None
<p>2. Executive Summary, Page iv: Add a bullet to “Key Implementation Strategies”: “The MTC should decide on the specific transit technology for the Independence Silver Line, whether Bus-Rapid-Transit or Light-Rail-Transit.</p> <p>Add a bullet to “Key Implementation Strategies”: “The MTC should explore transit along the Monroe Road and Sharon Amity Road corridors.”</p>	<p>Staff will work with the Metropolitan Transit Commission to clarify and improve transit infrastructure in the Southeast Growth Corridor.</p>	<p>Proposed change in document to add language that recommends staff to work with the Metropolitan Transit Commission to clarify and improve transit investments in the Southeast Growth Corridor.</p>
<p>3. Include language in the Plan for “Modified” TOD Land uses and Community Design at Independence Transit Corridor Nodes.</p>	<p><u>Transit-Oriented Development</u> The transit-oriented development land use category indicated on the Recommended Future Land Use Map does not prescribe a specific zoning classification to implement the land use vision within the proposed transit station areas.</p>	<p>Proposed change in document to add language that emphasizes the strategy for implementing the land use vision for the transit station areas.</p>

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Planning Committee Comment		
3. <i>(continued)</i>	<p>No areas will be pre-zoned for TOD. TOD zoning will be applied on a case by case basis if and when requested by the property owner. Additionally, zoning districts other than Transit-Oriented Development (TOD) are appropriate to implement the land use vision. In response to market challenges in the plan area, the Plan provides flexibility for implementation to respond to market demands.</p> <p>The Transit Station Area Principles were adopted by Council in 2003 as part of the General Development Policies (GDPs). Amendments to the GDPs require a separate process.</p>	<i>(continued)</i>
4. Plan should allow more flexibility specific to what are key outstanding issues related to the Independence corridor: transit technology, node quantity and placement, and TOD zoning.	<p><u>Flexibility for Transit Decision:</u> The 2030 Transit Corridor System Plan, approved in November 2006 by the Metropolitan Transit Commission (MTC), sets the course for rapid transit in Mecklenburg County. The MTC selected Bus Rapid Transit (BRT) as the transit mode for the Southeast Transit Corridor, which extends 13.5 miles from Charlotte’s Center City to I-485 in Matthews. Six of the thirteen stations proposed are located within the Independence Boulevard Area Plan boundary.</p> <p>The Area Plan provides flexibility to respond to either LRT or BRT by providing a cross-section that accommodates both technologies. If the MTC revises its transit plans for Southeast Transit Corridor, the area plan can be amended, if needed, much like actions taken for the other transit corridors (ie. the University City Area Plan will be amended to respond to changes in the number and location of station areas).</p>	Proposed change in document to add language that emphasizes the strategy for implementing the land use vision for the transit station areas.

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Planning Committee Comment		
<p>4. <i>(continued)</i></p>	<p><u>Transit-Oriented Development</u> The transit-oriented development land use category indicated on the Recommended Future Land Use Map does not prescribe a specific zoning classification to implement the land use vision within the proposed transit station areas.</p> <p><u>No areas will be pre-zoned for TOD.</u> TOD zoning will be applied on a case by case basis if and when requested by the property owner. Additionally, zoning districts other than Transit-Oriented Development (TOD) are appropriate to implement the land use vision. In response to market challenges in the plan area, the Plan provides flexibility for implementation to respond to market demands.</p>	<p style="text-align: right;"><i>(continued)</i></p>
<p>5. Add language to accommodate Monroe Road Transit Corridor:</p> <p>Avenue-B Cross-Section, Page 53: Add a 3rd bullet: “This cross-section should be modified to accommodate trolley transit, if a trolley line is recommended for Monroe Road by the MTC.”</p> <p>Avenue-C Cross-Section, Page 55: Add a 4th bullet: “This cross-section should be modified to accommodate trolley transit, if a trolley line is recommended for Monroe Road or Sharon Amity Road by the MTC.”</p> <p>Monroe Road PED District Cross-Section, Page 58: Add 4th bullet: “This cross-section should be modified to accommodate trolley transit, if a trolley line is recommended for Monroe Road by the MTC.”</p>	<p>The Metropolitan Transit Commission (MTC) sets the course for rapid transit in Mecklenburg County and has not identified Monroe Road, a corridor maintained by the North Carolina Department of Transportation (NCDOT), as a rapid transit corridor. If the MTC adds Monroe Road to the Transit Corridor System Plan, Staff will coordinate with the MTC and NCDOT to develop a cross-section with the appropriate dimensions to accommodate rapid transit.</p> <p>When this area plan is adopted, the streetscape standards specified in the document will become the official “Streetscape Plan” for the Plan Area, as referenced in the City Zoning Ordinance. As such, all new development on sites zoned TOD, TS, PED, UMUD, MUDD, NS, UR, or other urban zoning districts that may be established must be designed in accordance with these standards.</p>	<p>Proposed change to document to include language about future transit investments in the Southeast Growth Corridor which includes Monroe Road.</p>

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Planning Committee Comment		
<p>6. The plan should address the peripheral areas of Independence Boulevard and establish parameters for the location of nodes/transit stations. We can indicate that the standards listed for the intense traffic at the center of the road are to be considered a plan in progress until the final decisions are made by DOT.</p>	<p>Independence Boulevard is experiencing significant deterioration and abandonment of its commercial buildings as the corridor transforms a major arterial to a limited access expressway with plans for a proposed transit line. In addition, neighborhoods along the corridor are also being negatively impacted.</p> <p>The Plan seeks to provide:</p> <ul style="list-style-type: none"> a. A clear vision and predictable future for Independence Boulevard which is critical to reinvestment along the corridor; b. Strategies that focus on encouraging land uses that respond to the roadway’s future condition; and c. Protection and enhancement of the existing neighborhoods. 	None
<p>7. Executive Summary, Page iii: Add a bullet to “Transportation Policies”: “The investment in the existing center lanes of Independence Boulevard should be more fully utilized.”</p> <p>Freeway Cross-Section, Page 51: Add a bullet to “Proposed Roadway Facility”: “The existing center lanes within the barrier should be more fully utilized in the interim period prior to construction of the recommended cross-sections.”</p>	<p>CATS currently provides Express Bus Service that uses the exclusive bus lanes along Independence Boulevard during peak hours of the day. As the area grows and transit demands increases, staff will work to provide additional transit services.</p> <p>Existing and future widening projects along Independence Boulevard will not construct the proposed transit station platforms or managed lanes; however, the widening project will construct the exclusive bus travel lanes and reserve the right-of-way needed for proposed rapid transit facilities.</p>	Proposed change to document includes language that encourages expansion of local transit services.

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Planning Committee Comment		
<p>8. Plan recommends public infrastructure that requires significant allocation of private land for connector streets, creek openings, regional stormwater facilities, park-and-ride lots and other public infrastructure.</p> <p>Add the following language. Executive Summary, Page iv: Add bullet “Key Implementation Strategies”: “Exploring alternatives for acquiring the purchase or dedication of necessary connector streets, creek openings, regional stormwater facilities, park-and-ride lots and other public infrastructure that requires the use of significant private land.” General Transportation Policy T-13, Page 47: Delete this policy. This is an implementation strategy, not a policy. The City may need to participate in some of the more intensive road networks, particularly involving channel crossings and off-site connections, such as the Edwards Branch channel crossing to Eastway Drive on the North side of Independence. Infrastructure Policy IF-3, Page 61: Add the following to IF-3: “Alternatives for acquiring the purchase of key parcels for the construction of these regional systems should be explored.” Natural Environment Policy NE-1, Page 65: Add the following to Policy NE-1: “Certain restorations of covered and/or piped creeks within the Plan Area, including the associated new PCCO buffers, will require the use of significant portions of private land. Alternatives for acquiring the purchase of key parcels for these restorations should be explored.”</p>	<p>The <i>Independence Boulevard Area Plan</i> is a policy document that provides guidance for future growth and development. The future land uses adopted as part of this area plan are policy, not regulations or legal requirements for development. As a result, every parcel within the area plan boundary has a future land use recommendation. Only those parcels owned or proposed for ownership by the City, State or County are recommended for public facilities.</p> <p>Public facilities and infrastructure improvements identified in the plan are purely conceptual in nature and are illustrated to provide desired, but general locations to support the overall plan vision. The Implementation Guide provides specific strategies for public and private investments in the area and will require future action by elected officials and will be presented to them for approval as needed on a case-by-case basis.</p>	<p>Proposed change to document moves Map 16, Potential Locations for Regional Stormwater Facilities, to the Implementation Guide to serve as a reference as development occurs.</p>

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Citizen Comment		
<p>9. Now that the transitional setback is gone, the Plan will impose new development standards and halt development.</p> <p>The Plan does not include revisions to the transitional setback.</p>	<p>Area plans are policy documents. They address land use issues and define how land should be used in the future. The future land uses adopted as part of an area plan are policy, not regulatory.</p> <p>The transitional setback is a zoning regulation within the City Zoning Ordinance that provides setback requirements for buildings along thoroughfares. Council modified the transitional setback in April 2009 which is reflected in the current draft of the area plan. In March 2011, Council voted to eliminate portions of the transitional setback along Independence Boulevard which is after the draft plan was completed.</p>	<p>Proposed change to document that reflects the March 2011 text amendment to the transitional setback.</p>
<p>10. Market Analysis provides an unrealistic basis for the plan.</p>	<p>A market analysis is one of many sources of information considered in developing area plans. Other resources include community input, environmental features and adopted City policies, such as the General Development Policies (GDPs), Transportation Action Plan (TAP) and Centers, Corridors, and Wedges (CCW).</p> <p>The market analysis for the plan area revealed the need for neighborhood serving retail, an opportunity to focus regional retail at nodes, the potential for multifamily along Independence and the opportunity to reinvest in the existing neighborhoods.</p>	<p style="text-align: center;">None</p>

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Citizen Comment		
11. The Plan will rezone station areas to Transit Oriented Development (TOD) zoning districts when there's no market to develop TOD.	No areas will be pre-zoned for TOD. TOD zoning will be applied on a case by case basis if and when requested by the property owner. Additionally, zoning districts other than Transit-Oriented Development (TOD) are appropriate to implement the land use vision. In response to market challenges in the plan area, the Plan provides flexibility for implementation to respond to market demands.	Proposed change to document includes language to clarify strategy for implementing the land use vision at transit station areas.
12. TOD along Independence will be different than South Boulevard.	The Southeast Corridor (Silver Line) transit stations will be located within the middle of an expressway which is much different than the location of the stations along the South Corridor (Blue Line). Therefore, the surrounding land uses for Independence Boulevard will rely on access and connections from supporting network streets to flourish. The development character of each station area will vary based on its surrounding connections to a greater extent than the transit station areas along the South Corridor.	None
13. Future street connections will reroute traffic into neighborhoods.	New street connections, particularly those parallel to Independence Boulevard, are proposed to support the land use vision and to facilitate redevelopment of vacant and underutilized properties along Independence. The access these new connections provide is critical to the long-term viability of the adjacent properties, and the corridor overall. The connections are not intended to reroute traffic through single-family neighborhoods; however, it will be important to design these connections so they do not have unintended impacts. The goal of the Independence Boulevard Area Plan is to develop a comprehensive transportation network that addresses the more localized travel needs, improves the livability of local streets and provides for the long-term sustainability of area neighborhoods and businesses.	None

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Citizen Comment		
14. Finalize transit decision and then finalize land use plan.	<p>A transit decision for the Southeast Transit Corridor was made with the adoption of the 2030 Transit Corridor System Plan, approved in November 2006 by the Metropolitan Transit Commission (MTC). The MTC sets the course for rapid transit in Mecklenburg County and selected Bus Rapid Transit (BRT) as the transit mode for the Southeast Transit Corridor, which extends 13.5 miles from Charlotte’s Center City to I-485 in Matthews. Six of these stations are located within the Independence Boulevard Area Plan boundary. The MTC also delayed implementation for a minimum of five years to allow a reconsideration of light rail transit for this corridor. Sixteen stations were identified along the Southeast Corridor, seven with park and ride facilities. The Area Plan provides flexibility to respond to either LRT or BRT. If the MTC revises its transit plans for Independence, the Area Plan can be amended, if needed, much like will be done for the other transit corridors (ie. the University City Area Plan will be amended to respond to changes in the number and location of station areas).</p>	None
15. Plan inconsistent with ULI –Rose Fellowship Observations and Concepts.	<p>The Independence Boulevard Area Plan provided the framework for the implementation ideas shared by the Urban Land Institute (ULI)- Daniel Rose Fellowship Panel. The three main ideas were:</p> <ul style="list-style-type: none"> a. BRT/Express bus on Independence in HOT lanes with 3 Regional Nodes/Transit Stations along Independence Boulevard at Sardis Road, Conference Drive and Briar Creek Road; b. Streetcars on Central Avenue and Monroe Road; and c. Promote auto-oriented retail on Independence and neighborhood serving, mixed-use development on streetcar lines. 	Proposed change to document includes language that provides a land use strategy that responds to ULI concept.

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Citizen Comment		
16. <i>(continued)</i>	<p>The Independence Boulevard Area Plan land use recommendations for six development nodes along Independence in response to the six proposed transit stations adopted within the 2030 Transit Corridor System Plan. Three of these are also nodes suggested by the ULI Panel. Any change in the transit technology (BRT, LRT or Express Bus) along Independence Boulevard or the number of transit stations requires a decision by the Metropolitan Transit Commission (MTC).</p> <p>The Area Plan calls for mixed use, pedestrian-oriented development along Monroe road that would be very supportive of a future streetcar. However, a decision about streetcar would need to come from the MTC.</p> <p>The Independence Boulevard Area Plan also supports auto-oriented retail on Independence Boulevard, particularly at some key locations where it could best be supported by existing or proposed street network.</p>	<i>(continued)</i>
17. Need clarification on recommendation for the bridge at Farmingdale Road/Glendora. Why aren't we doing this now?	<p>As NCDOT's road widening project progresses, it could potentially create a barrier between neighborhoods and within station areas by limiting locations where it will be possible to cross Independence Boulevard.</p> <p>The Implementation Guide, which is not adopted by Council, recommends a study for a bridge at Farmingdale/Glendora Roads to assess connectivity between neighborhoods. Similar to Hawthorne Lane and Pecan Avenue, these crossings would not have ramp connections to Independence Boulevard, but would connect neighborhoods and development on either side of the evolving freeway.</p>	None

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Citizen Comment		
18. Need clarification on recommendations for future park/greenway designations. What do I tell property owners?	Every parcel within the area plan boundary has a future land use recommendation. Only those parcels owned or proposed for ownership by Mecklenburg County are recommended as park/open space or greenway.	None
19. Need clarification on recommendations for Potential Stormwater locations. What do I tell property owners?	The Independence Boulevard Area Plan identifies, in general, potential locations for new regional stormwater facilities that may be needed for redevelopment under the stormwater regulations in the Post-Construction Controls Ordinance (PCCO). The redevelopment of small parcels—such as those found in the western portion of the plan area—is sometimes difficult under the PCCO, due to the amount of land needed to accommodate the buildings, parking, and stormwater facilities required. The locations provided were only meant as possible locations given topography and hydrology of the area, as well as in places where existing streams could be restored to serve stormwater as well as recreational functions.	Proposed change to document.
20. Needs clarification on recommendations for the Property Acquisition Program.	<p>The Implementation Guide, which is not adopted by Council, includes a strategy to develop and evaluate a process to purchase parcels where existing or proposed Independence Boulevard road improvements have impacted parcel viability.</p> <p>Staff has had preliminary discussions to develop a process, prioritization methodology and cost estimates. However, a comprehensive analysis is not intended until after Council adopts the area plan and provides further guidance for this implementation strategy.</p>	None

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Citizen Comment		
21. Plan should decide the future transportation conditions along Independence Boulevard.	<p>The purpose of the area plan is not to reevaluate existing transportation decisions, but to provide a land use vision that is responds to those decisions.</p> <p>This document establishes a vision for the Independence Boulevard Plan Area and provides policies to guide future growth, development and reinvestment along Independence Boulevard as it continues to undergo transformation from a major arterial to a limited access expressway with plans for bus rapid transit or light rail transit.</p>	None
22. Does Charlotte Planning, Charlotte Economic Development or CDOT; BELIEVE OR KNOW that approaching the Federal Transit Administration (FTA); to ask for Federal Grants for the Blue Line and/or the Red Line, WITHOUT having FINALIZED Land Use Plans in place where Transit Corridors are designated; will deter the FTA from Approving those Grants?	<p>Land Use Planning is one of many criteria to qualify for federal funding for local transit projects. The New Starts and Small Starts programs, established in Section 5309(d) and (e) of Title 49, U.S. Code, are FTA’s primary capital funding programs for new or extended transit systems across the country, including rapid rail, light rail, commuter rail, bus rapid transit, and ferries. Details on how projects are evaluated and rated are set forth in the FTA regulations at 49 CFR Part 611.</p>	None
23. Which has Priority, the MTC’s “2030 Corridor System Plan” or the “CATS System Corridor Plan” Figure 11-7 from the MUMPO 2035 LRTP?	<p>The two documents are prepared for vastly different reasons and therefore cannot be seen as one having priority over the other. The Metropolitan Transit Commission’s 2030 Corridor System Plan represents a long term transit vision plan for Mecklenburg County. By contrast the 2035 Long Range Transportation Plan (L RTP) is a multimodal, federally required document that must be financially constrained. It covers Mecklenburg and Union counties and is required by federal law.</p>	None

Independence Boulevard Area Plan – Summary of Comments

Updated May 12, 2011

Comment	Staff Response	Action Taken
Citizen Comment		
<p>24. Why is the IBAP being Rushed? Why Now? There is NO LOGICAL REASON WHATSOEVER to not wait for the ULI to present their COMPLETED STUDY. Absolutely NONE!</p>	<p>Independence Boulevard is experiencing significant deterioration and abandonment of its commercial buildings as the corridor transforms a major arterial to a limited access expressway with plans for a proposed transit line. Neighborhoods along the corridor are also being negatively impacted. In May 2008, the City of Charlotte began working with the community to develop the <i>Independence Boulevard Area Plan</i> which seeks to provide:</p> <ul style="list-style-type: none"> a. A clear vision and predictable future for Independence Boulevard which is critical to reinvestment along the corridor; b. Strategies that focus on encouraging land uses that respond to the roadway’s future condition; and c. Protection and enhancement of the existing neighborhoods. <p>The purpose of the Urban Land Institute (ULI)-Daniel Rose Fellowship Program is to identify the initial <u>implementation steps</u> within the <i>Independence Boulevard Area Plan</i> to re-energize, reposition and ensure long-term viability of development within the plan area. In January 2011, the ULI-Rose Fellowship Program – Expert Panel, which included City staff, shared their findings/ideas during a three (3) day land use visit. The remainder of the ULI- Rose Fellowship Program, which ends in October 2011, will not produce additional findings/ideas for implementation of the area plan; however, the Charlotte – ULI Daniel Rose Fellows have begun and will continue exploring the feasibility of those ideas.</p>	<p>None</p>



INDEPENDENCE BOULEVARD AREA PLAN
Economic Development Committee Meeting
May 12, 2011

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Presentation Outline

Purpose:
To share information in response to public comments

- **Summary of Public Comments and Staff Response**
- **Questions and Next Steps**

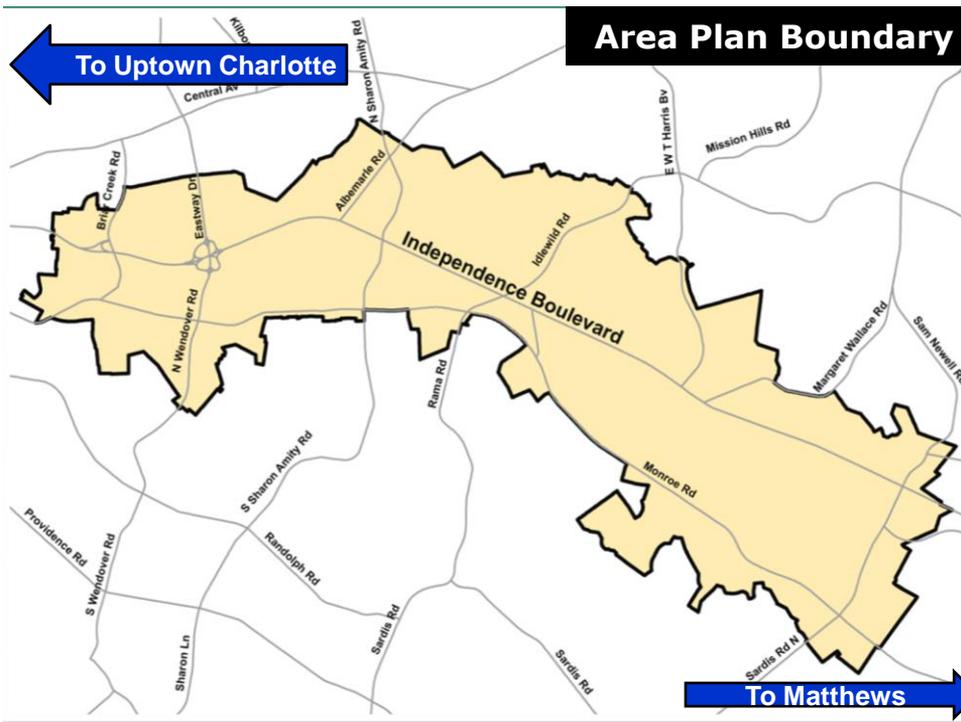


Document can be found at www.charlotteplanning.org
or call (704) 336-2205



SUMMARY OF PUBLIC COMMENTS

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Summary of Citizen Concerns

Plan Vision



Implementation



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PLAN VISION

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The Independence Boulevard Area Plan:

- Provides flexibility to respond to future changes in roadway or transit plans
- Creates a new vision for land use and development
- Provides policy context to make investments and to begin revitalization process
- Addresses environmental, open space, community design, local mobility (car, pedestrians, cyclist and transit users)



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Citizen Concern:

- Market Analysis provides an unrealistic basis for the plan.
- Area Plan will rezone station areas to TOD zoning districts when there's no market to develop TOD.



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Staff Response

Market Analysis is ONE consideration in Plan Development.

Plan Development Considerations

Adopted City Policies

- Centers, Corridors & Wedges
- General Development Policies (GDP)
- Transportation Action Plan (TAP)
- Urban Street Design Guidelines (USDG)
- 2030 Long Range Transportation Plan (LRTP)

Public Input Process

- Surveys, Public & Advisory Group Meetings

Land Use

- Existing Land Use & Existing Zoning
- Adopted Future Land Use
- Land Use Accessibility
- **Market Analysis**

Transportation Network

- Motorists / Pedestrians / Bicyclists/Transit
- Streets, LOS & Capacity
- Traffic Counts & Congestion, Planned

Environmental Considerations

- Watershed Overlay
- SWIM Buffers
- Flood Plain
- Heritage Sites
- Open Space / Greenways
- Critical Habitats
- Topography

Public Facilities / Infrastructure

- Water & Sewer
- Public Safety (Police & Fire stations)
- Parks & Recreation
- Library & Schools

Other Government Agencies

- City & County Departments
- Town of Matthews

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Staff Response

Market Analysis Provided Context:

Retail:

- Cycle of disinvestment
- Neighborhood retail dollars spent elsewhere
- Opportunity to focus regional retail at nodes

Office

- Little demand for a new office core
- Some opportunity for Class A/B office

Residential

- Potential for multifamily along Independence
- Opportunity to reinvest in neighborhoods

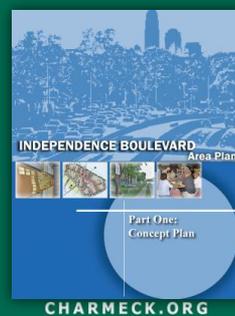


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- **Plan provides flexibility for implementation to respond to market demands.**
- **Zoning Districts other than Transit-Oriented Development (TOD) may be appropriate to implement the land use vision.**
- **No areas will be pre-zoned for TOD. TOD will be applied on a case by case basis if and when requested**

Citizen Concerns:

- **TOD along Independence will be different than South Boulevard.**





Staff Response

Southeast Transit Corridor will have different land use context than South Corridor transit development.



Southeast Transit Corridor



South Transit Corridor

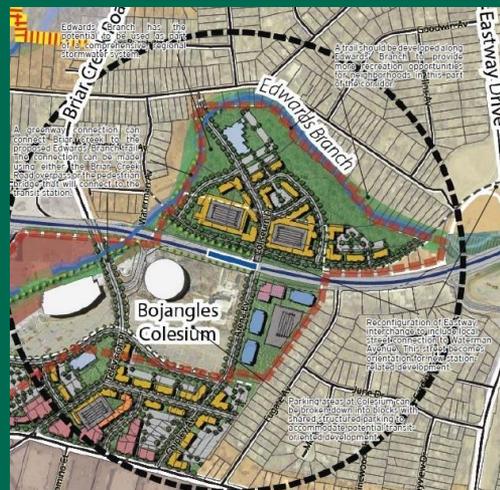
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Staff Response

Briar Creek - Transit Station Area Concept

- Located between interchanges
- Located at stations
- Reverse frontage along US 74
- Access from new local streets (frontage or parallel)



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PLAN IMPLEMENTATION

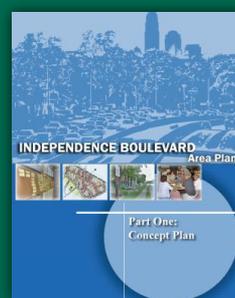
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Citizen Concerns

Citizen Concerns:

- **Finalize transit decision and then finalize land use plan.**
- **Plan inconsistent with ULI –Rose Fellowship Observations and Concepts.**



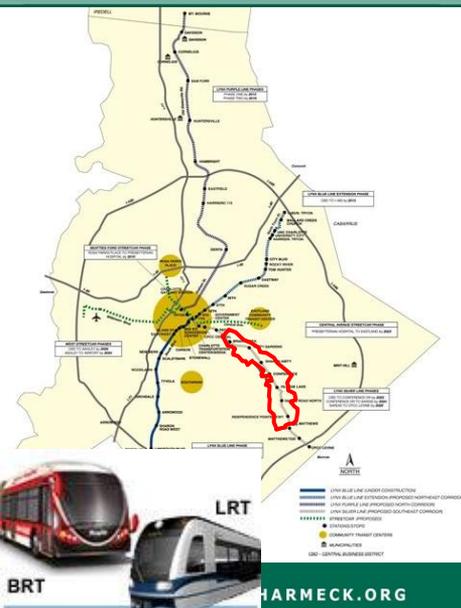
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Staff Response

There is a transit decision.

- 2030 Corridor System Plan Adopted in 2006
- Bus Rapid Transit – BRT
- Delay implementation to reconsider Light Rail Transit in minimum of 5 years.
- Metropolitan Transit Commission makes decisions about rapid transit for the region.



Staff Response

ULI provided broad concepts to expedite implementation of the area plan vision.

General Observations by the ULI Panel:
Draft area plan captures consensus about needs:

- start implementing, stop just planning
- need more highway capacity
- need more transit
- need local economic development



But lack of agreement on details of key issues is creating uncertainty, slowing progress and funding:

- BRT vs LRT
- Roadway planning and design trying to preserve options:
 - Transit
 - Managed lanes

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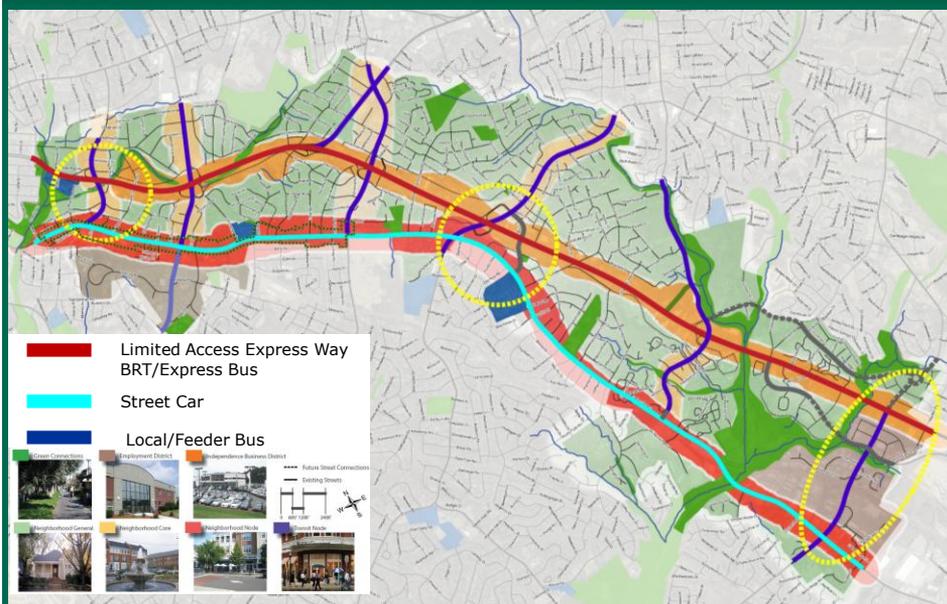
ULI - Key Concepts

- Be clear about difference between solutions for regional challenges vs local challenges
- Build on what you know has worked
- Three main ideas
 1. BRT/Express bus on Independence in HOT lanes with 3 Regional Nodes/Stations
 2. Streetcars on Central and Monroe
 3. Promote auto-oriented retail on Independence and neighborhood serving, mixed-use development on streetcar lines



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ULI-Rose Panel Concepts





ULI – Concept Combine BRT and HOT

Independence Boulevard with Exclusive Busway



ULI Concept Independence Boulevard with Combined BRT and HOT



Staff Response

ULI Recommends 3 Major Development Nodes along Independence.
Plan recognizes nodes with regional development potential.



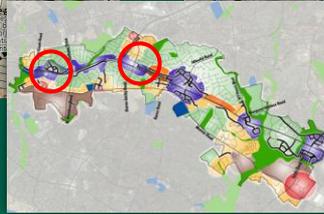


Staff Response

Briar Creek Area Concept Regional Node



Sharon Amity Area Concept Non-regional Node



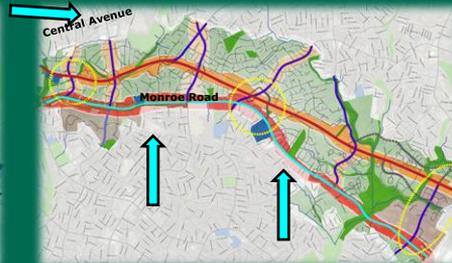
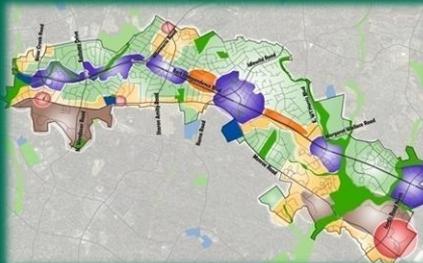
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Staff Response

ULI recommends streetcar Along Monroe Road and Central Avenue to support local trips and pedestrian oriented development.

Plan provides land use vision for walkable, pedestrian-oriented development on Monroe Road that would support street car.



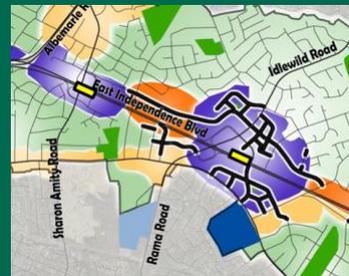
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Monroe Road Proposed Pedestrian Improvements



K.ORG

- Planning Committee
May 17, 2011
- City Council Action
June 13, 2011



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Questions?

Station Area Bridge Treatments

Section 2 - Bridge Treatments Cross Section - Option 2 at Sharon Amity, Conference, and Sardis Station



Historic Landmarks Commission (HLC) Process Recommendations (Item Referred to ED Committee on October 19, 2009)

Recommendation 1 (Completed)

Implement an official letter from the HLC to the Mayor, City Council, City Manager County Commissioners, and County Manager (in advance of the public hearing on properties considered for designation) informing the City and County leaders of the property tax implications if properties achieve designation status.

Recommendation 2

Recommend that a Resolution calling for a future public hearing on the proposed property (including a report on the historic characteristics of that property) be considered by City Council. If the Resolution is approved, the property proceeds to public hearing. If the Resolution is not approved, then the HLC would act to either provide more information to achieve future support for the Resolution, or not proceed forward with the property.



CHARLOTTE.

**M E M O R A N D U M
FROM THE
OFFICE OF THE CITY CLERK**

DATE: April 29, 2011
TO: Economic Development Committee Members
FROM: Stephanie C. Kelly, CMC, City Clerk
SUBJECT: **Business Advisory Committee Annual Report**

The attached report of Business Advisory Committee is being sent to you pursuant to the Resolution related to Boards and Commissions adopted by City Council at the November 23, 2009 meeting. This resolution requires annual reports from City Council Boards and Commissions to be distributed by the City Clerk to both City Council and to the appropriate Committee for review.

If you have questions or comments for the board, please convey those to staff support for a response and/or follow-up.

Section 6. **REPORTS OF BOARDS, COMMITTEES, AND COMMISSIONS**

The City Council finds it appropriate to periodically review each standing board, committee, and commission to which they make appointments for the purpose of assessing whether said board, committee, or commission should be renewed, dismantled, expanded or its charge redefined. To this end, each board, committee, and commission that is part of the City, or that was established by the City Council, whether acting alone or in conjunction with one or more other local governments, is required to submit annual written reports that must contain in depth reviews of the body's activities, including goals, objectives, successes, problems, and/or the need for City Council assistance. These reports shall be submitted to the City Clerk and will be staggered through the year according to a schedule established by the City Clerk. The City Clerk shall then provide the Mayor and City Council with copies of the reports and refer the reports to the appropriate Council Committee for the Committee's information.

Boards, committees, and commissions that are not part of the City shall submit reports in accordance with the reporting requirements set forth in their contract, if any, with the City.

In addition to required written reports, the City Council may request on a case-by-case basis that an oral report be made to the Council.



M E M O R A N D U M
FROM THE
OFFICE OF THE CITY CLERK

DATE: April 29, 2011
TO: City Council
FROM: Stephanie C. Kelly, CMC, City Clerk
SUBJECT: **Attached Annual Report: Business Advisory Committee**

The attached report of the Business Advisory Committee is being sent to you pursuant to the Resolution related to Boards and Commissions adopted by City Council at the November 23, 2009 meeting. This resolution requires annual reports from City Council Boards and Commissions to be distributed by the City Clerk to both City Council and to the appropriate Committee for review. This report is also being sent to the Council committee aligned with this board, Economic Development.

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In addition to required written reports, the City Council may request on a case-by-case basis that an oral report be made to the Council.



MEMORANDUM

TO: Mayor and City Council

FROM: Stoney Sellars, Chair
Business Advisory Committee

DATE: April 28, 2011

RE: Annual Report of the Business Advisory Committee

As required by the Charlotte City Charter and City Council's current policy for Boards and Commissions, the Business Advisory Committee (BAC) is hereby submitting a report of its activities for the period from May 1, 2010 to May 1, 2011.

Committee Charge:

The Business Advisory Committee is charged to:

- Provide recommendations and advice to Council on ways the City can help business in Charlotte, with a particular emphasis on small businesses.
- Provide a forum for businesses to raise issues, discuss and have input into City policy responses to these issues.
- Provide input and recommendations on the City's Economic Development Strategic Plan, with a particular emphasis on the development of the small business web portal; business recruitment, retention and expansion efforts; public/private partnership projects, and business customer service.
- Keep City Council and Key Business Executives abreast of conditions in the business community, and how these conditions might affect business-government relations and needs for public services.

Members, Attendance Requirements, Meeting Schedule:

The BAC is composed of 20 members. The members are appointed as follows:

- One (1) Chairperson by the Mayor from the body of the Committee;
- Two (2) members by the Mayor;
- Six (6) members by the Charlotte City Council representing the following business sectors: Manufacturing, Transportation/Logistics, Financial Services, Technology, Energy, and Healthcare;
- Five (5) members by the Charlotte Chamber of Commerce representing the Chamber Area Chapters and/or business alliances;

Annual Report of the Business Advisory Committee

- One (1) member who is a Certified Small Business Enterprise (SBE) recommended by the Metrolina Minority Contractors Association (MMCA);
- One (1) member who is a Certified Small Business Enterprise (SBE) recommended by the Hispanic Contractors Association (HCA);
- One (1) member who is a small business owner recommended by the Charlotte chapter of the National Association of Women Business Owners (NAWBO);
- One (1) member who is a small business owner recommended by the Charlotte-Mecklenburg Black Chamber of Commerce;
- One (1) member who is a small business owner recommended by the Charlotte-Mecklenburg Latin American Chamber of Commerce;
- One (1) member who is a small business owner recommended by the Carolinas Asian-American Chamber of Commerce;
- One (1) member who is a small business owner recommended by the Metrolina Native American Association

All seats on the BAC are currently filled and the current committee members are:

Mayor Appointments	Charlotte Chamber
Stoney Sellars, Chairman	Terri DeBoo
Robert Miller	G. Wesley Jones
Charlotte City Council	Michael Orzech
Robert Barkman	Todd Paris
Tariq Bokhari	Tunis Hunt
Gary LaBrosse	Charlotte Mecklenburg Black Chamber
Nalan Karakaya-Mulder	Veronica Giles
Linda Daniel	Latin American Chamber
Dr. Wesley Carter	Julio Colmenares
NAWBO	Carolinas Asian-American Chamber
Colleen Brannan	Nimish Bhatt
Hispanic Contractors Association	Metrolina Minority Contractors Association
Julio Barriga	Michael High
Metrolina Native American Association	
Walter Baucom III	

In 2010, one member was removed for failing to meet the attendance policy and three members resigned from the committee. All other members have met attendance requirements. All members serve without compensation. The BAC meets once a month on the third Friday at 8:00am in the Charlotte Mecklenburg Government Center.

Key Accomplishments

- The majority of the committee's work in 2010 was focused on the development of the City's Small Business Strategy, and the BAC was pleased to endorse the City Council's approval of this strategy in June, 2010.
- In a related measure, the BAC assisted with the development of the RFP for the small business web portal, and it continues to provide input into the development of the portal. We are pleased that the web portal will be launched during Small Business Week in May.

Annual Report of the Business Advisory Committee

- In December 2010, City Council revised the BAC charge to include providing advice on the City's Small Business Opportunity (SBO) Program. Council also changed the membership structure to more accurately reflect the growing diversity in the community. I am pleased to report that since that time, we have increased the number of committee members from 15 to 20, and included members from a diverse group of community business associations. A complete description of the revised charge and membership is attached to this report.

2011 Work Plan

In January, the BAC approved our work plan for the year, which supports several key initiatives from the Council's Economic Development Focus Area Plan, including:

- Small Business Development
- Business Corridor Revitalization Strategy
- Entrepreneur Strategy
- Business Retention, Expansion and Attraction
- Business Friendly Government

A copy of the BAC 2011 Work Plan is attached to this report.

In closing, the Business Advisory Committee continues to support the work of City Council and the City's Neighborhood & Business Services Department. Please feel free to contact me directly with any questions related to this report.

Respectfully,



Stoney Sellars
BAC Chair

Cc: City Clerk
Business Advisory Committee
Brad Richardson, Economic Development Manager
Emily Cantrell, Economic Development Specialist

Attachments:

BAC Revised Charge and Membership
BAC 2011 Work Plan