



INDEPENDENCE BOULEVARD AREA PLAN

Economic Development Committee Overview

March 10, 2011

Presentation Outline

Purpose:

To provide an overview of the Independence Boulevard Area Plan and to request a recommendation for Council to receive public comment

- **Plan Purpose and Development Process**
- **Draft Plan Policies and Implementation Strategies**
- **Request Action**





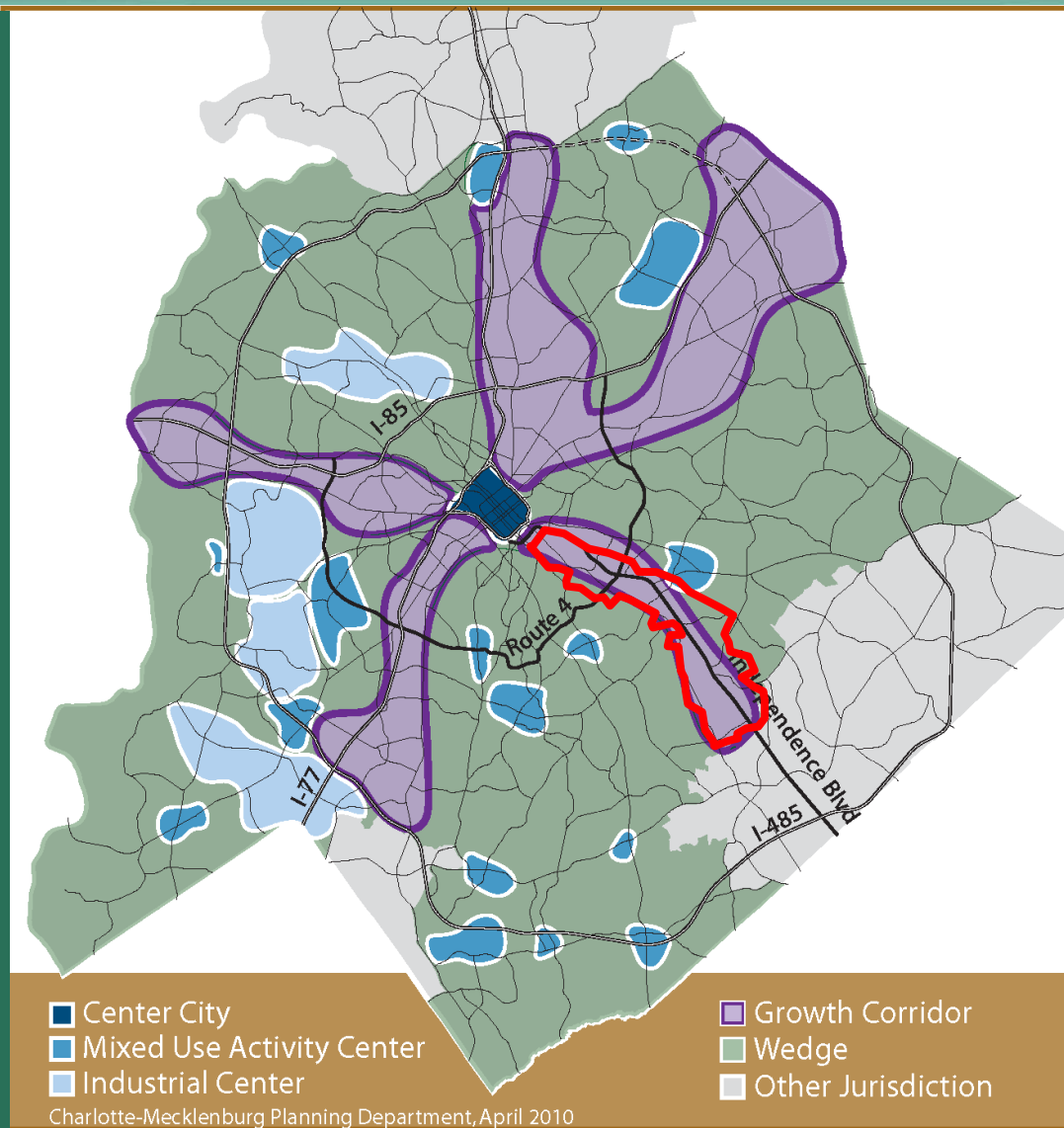
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PURPOSE OF THE PLAN

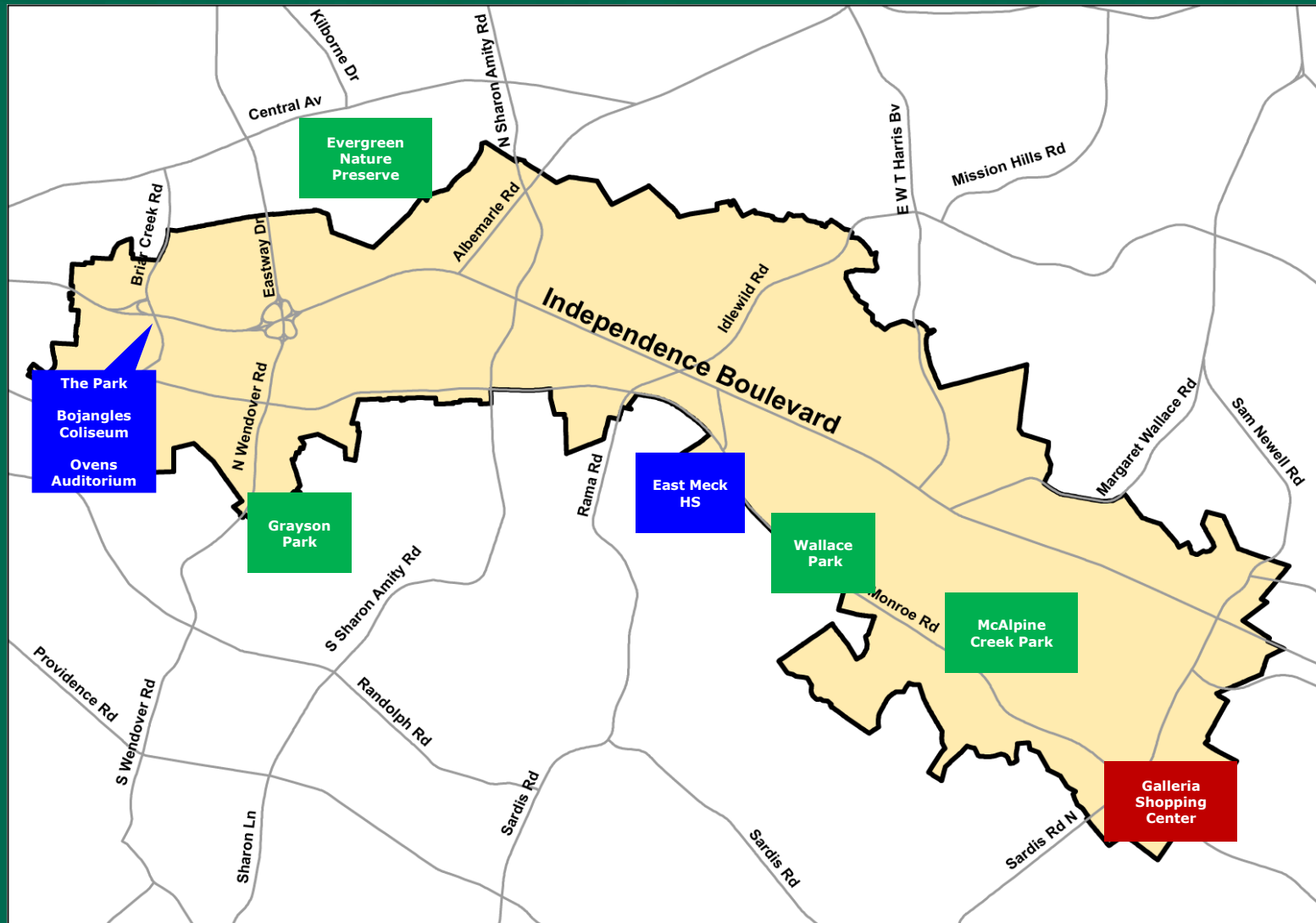
Centers, Corridors and Wedges Growth Framework

- Framework provides “starting point” for developing area plan
- Most of plan area is within a growth corridor
- Includes six (6) Transit Station Area Plans





Area Plan Boundary



Independence Boulevard Area Plan Boundary



 Area Plan Boundary

Area Planning Process

Area Plan

May 2008

- Plan Kick-off
- Stakeholder Interviews

June/July 2008

- Plan Process Begins
- Public Kick-off meeting
- Begin CAG Workshops

April 2009

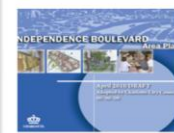
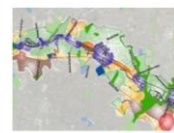
- Conclude CAG workshops (6 total)
- Begin Refining Draft Concepts/Document
- CAG Updates: May, Sept. & Nov., 2009, Jan. & March, 2010, March 2010

May 2010

- Draft Plan Available to Public
- Final Public Meeting
- Began Planning Commission & City Council Review of Draft Plan

Spring 2011

- Council and Planning Committee Review Resumed March 2011
- Adoption by City Council scheduled May 2011



Other Initiatives

Dec. 2009

- Mayor & State Transportation Secretary Conti direct staff to consider strategic modifications to current Independence Road Project

May 2009

- City supports redevelopment at Amity Gardens Shopping Center (New Wal-Mart)

April 2010

- City Council approves Zoning Ordinance text amendment to reduces the transitional setback along Independence Boulevard

October 2010

- ULI- Daniel Rose Fellowship Program kicks off

March 2011

- Council scheduled to eliminate transitional setback along Independence where road project is complete and where property acquisition will be completed in the next phases.

Purpose of the Plan

- Address key land use and transportation issues
- Reverse the trend of disinvestment
- Reinforce existing neighborhoods for continued stability and livability
- Provide guidance for future land use and infrastructure by updating the existing land use plans for this area
- Focus of the Area Plan is **NOT** to reevaluate existing plans for rapid transit or highway improvements





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DEVELOPING A NEW VISION

Unsafe for bicycles and pedestrians

Not Enough Trails/Parks

Not Active

Blighted Retail Traffic

Lack of Planning

No Left Turns

Poor Public Transportation

No Close Shopping

Low Property Values

Dangerous Roads

Poor Lighting

Crime

Trash

Run-Down Apartments

Lost Businesses



Parks & Greenways

Diversity

Stability

Quiet

Places of Worship

Urban Environment

Affordability

Shopping

Trees

Clean

Future

Transportation

Access/Location

Safety/Security

Entertainment

Schools

Growth Potential

History

Visibility

Neighborhoods

Planning Process

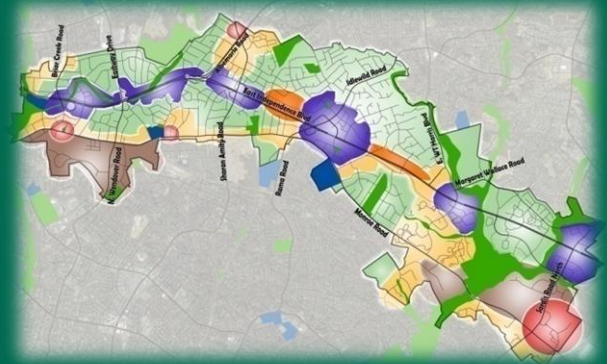
Walkways





Key Area Plan Principals and Goals

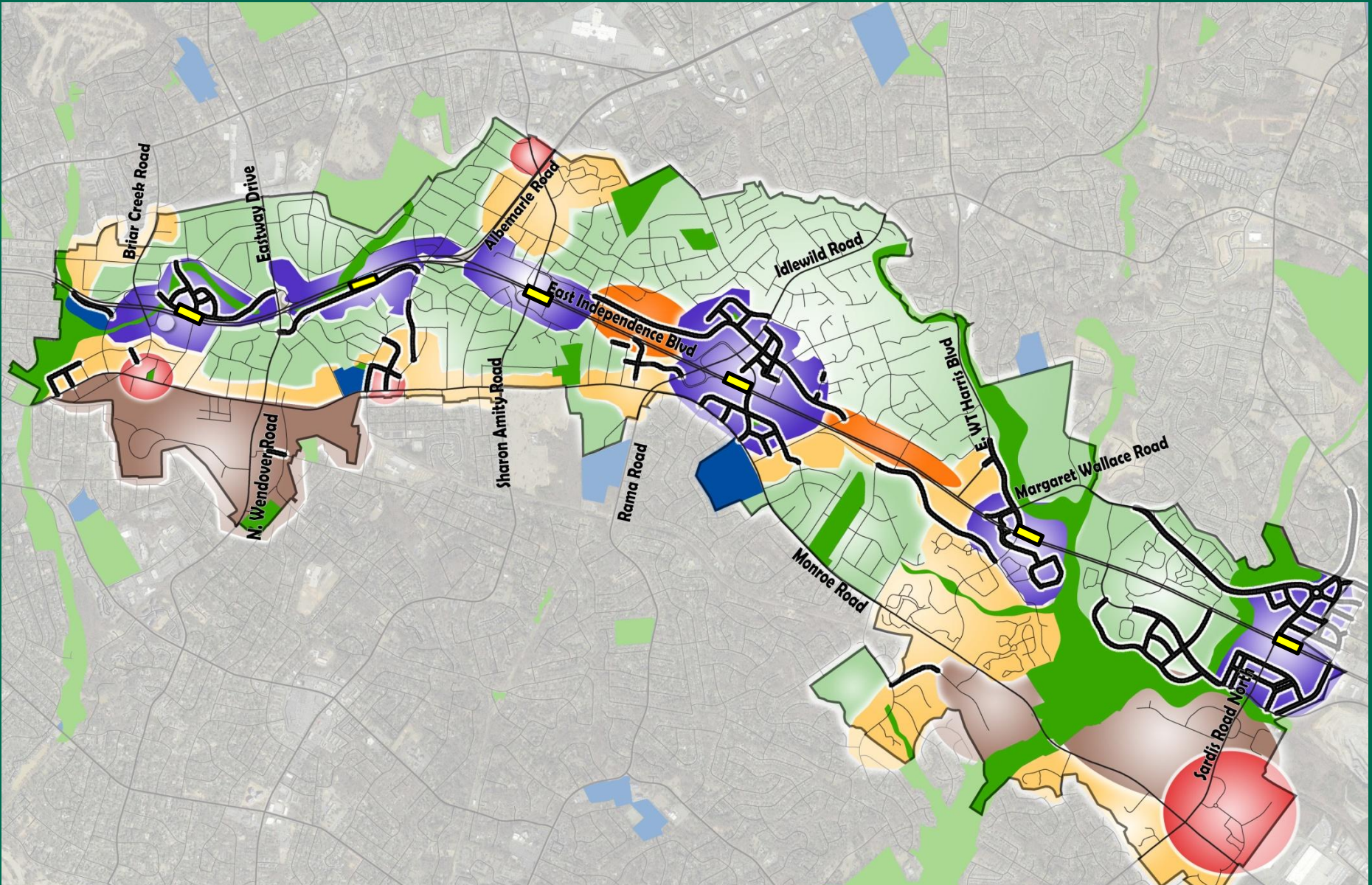
- 1. Strengthen and Build Neighborhoods**
- 2. Create Nodes**
- 3. Reclaim/Showcase Natural Systems**
- 4. Orient Toward Monroe and Central**
- 5. Leverage Opportunities**
- 6. Provide Transportation Choices**
- 7. Balance Neighborhood, Community, and Regional Needs**
- 8. Define U.S. 74**
- 9. Implement the Plan**





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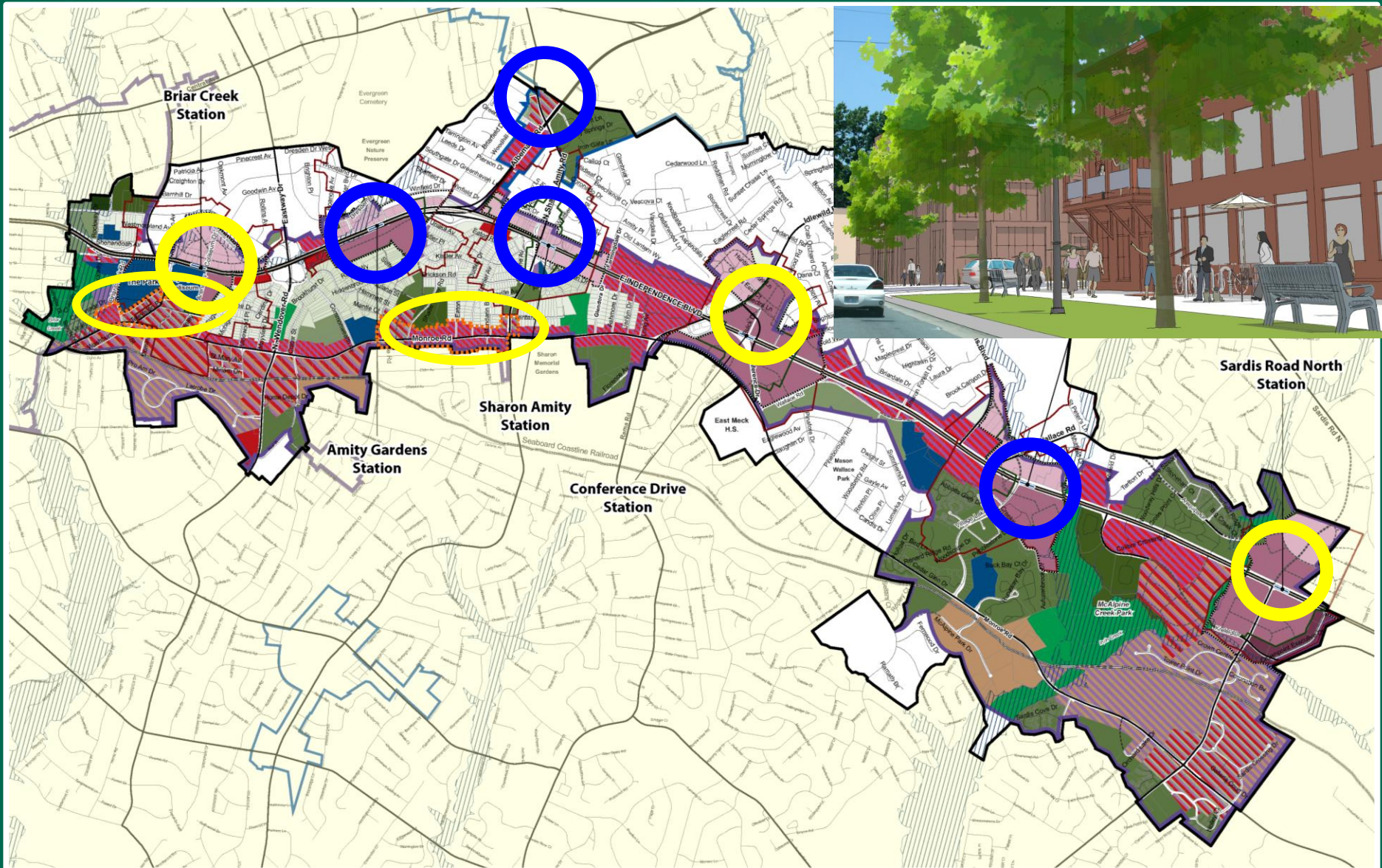
Independence Concept Plan





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Center and Corridor Areas





Community Design Policies

Residential Design Policies

Applicability:

SF - Single Family detached

AM - Single Family attached and Multi-Family

The following design policies are based on adopted General Development Policies (GDP) in 2003. Bold text indicates additional policies specific to the Independence Boulevard Area Plan.

		SF	AM
Building Architecture and Site Design	Preserve historically or architecturally significant structures.	■	■
	Avoid blank walls along pedestrian circulation areas.	■	■
Close attention to building design enhances the community. Design policies do not result in conformity of design, but provide direction for both new and infill development.	Orient building towards street (unless a thoroughfare) or common open space and provide pedestrian access to the street.	■	■
	Blend scale and setbacks of buildings with existing structures.	■	■
	Provide a variety of housing types (floor plans, exterior treatments and materials, massing, and roof forms.)	■	
	Orient buildings toward greenways and other natural areas when feasible.	■	■

Figure 5 - Parking Lot Design with central vehicular access and secondary access option on minor street

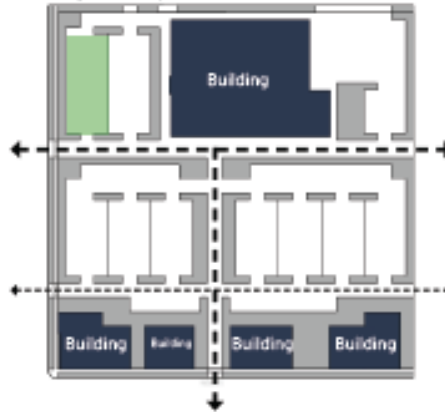


Figure 1 - Example of greenways as an amenity to multi-family development

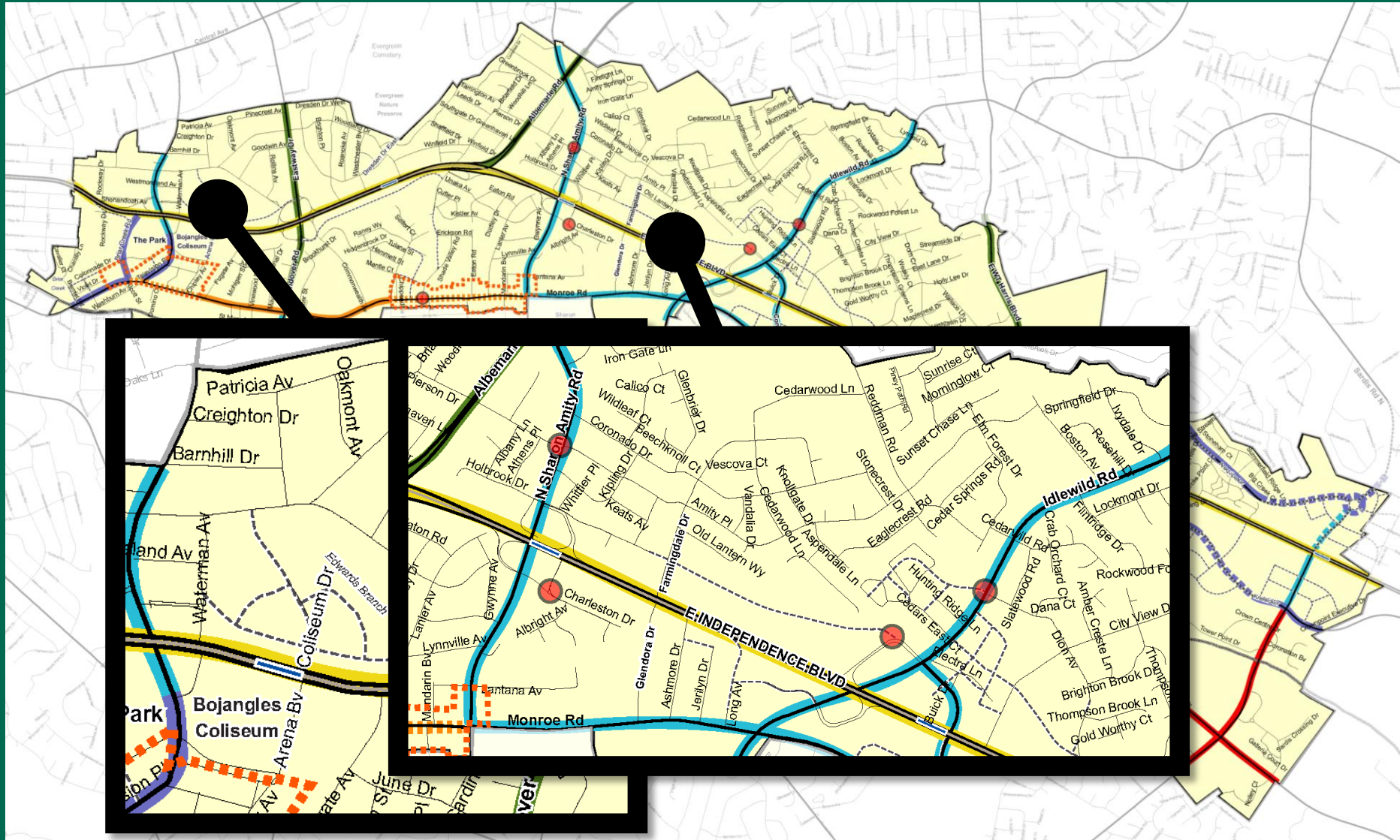


- ❖ Help ensure that new development complements the existing or desired character of the Community.



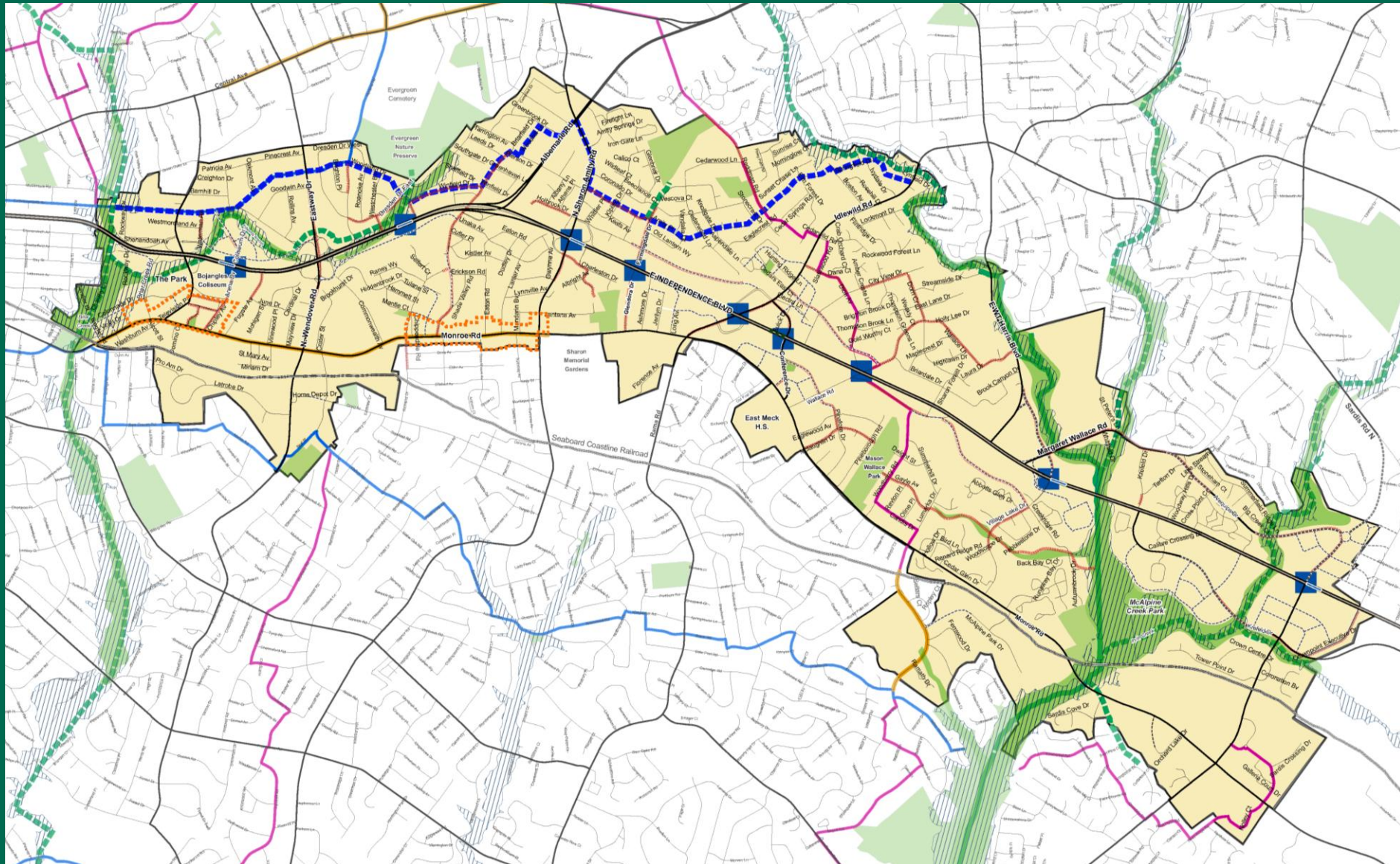
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Future Transportation Network





Pedestrian-Bike-Greenways



- **Infrastructure and Public Facilities**
 - Continue developing park and greenway systems
- **Natural Environment**
 - Protect and enhance the natural features

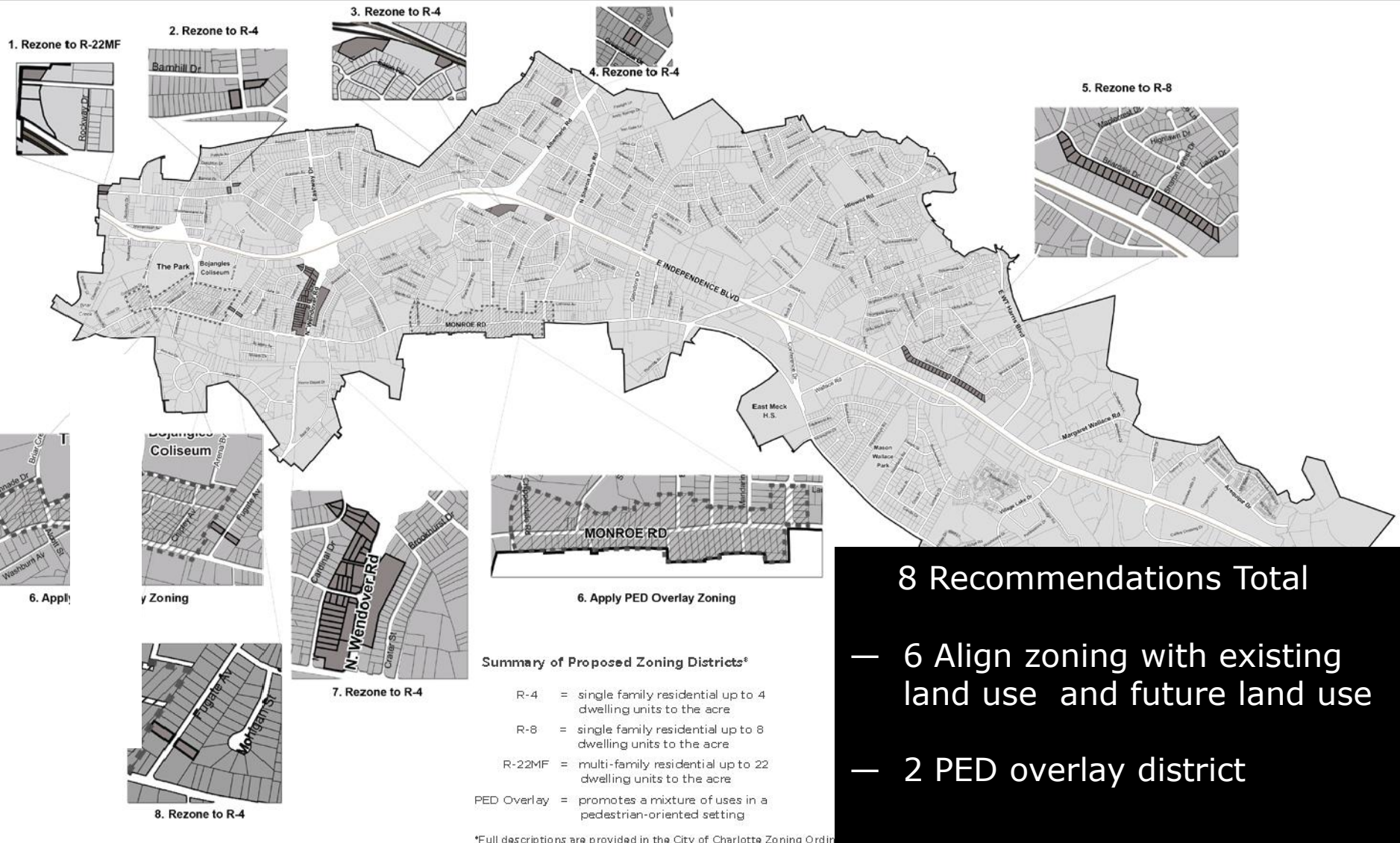


Key Implementation Strategies





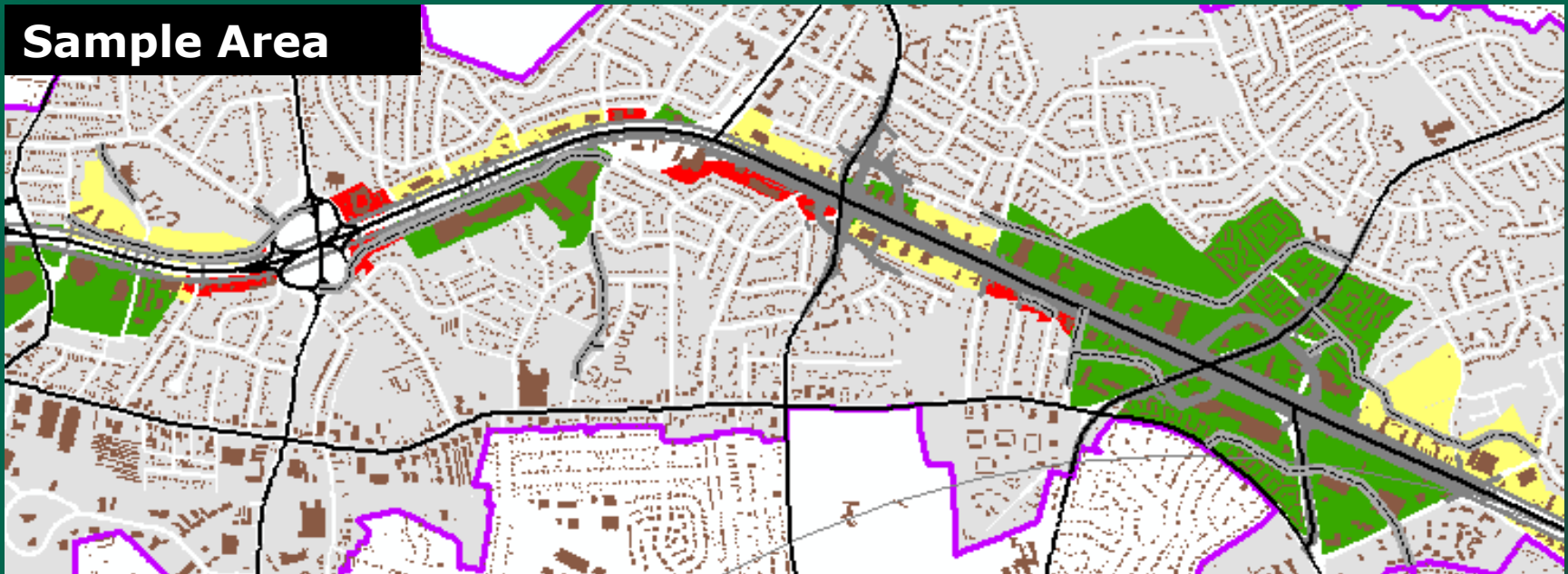
Proposed Corrective Rezoning



8 Recommendations Total

- 6 Align zoning with existing land use and future land use
- 2 PED overlay district

- Recommend City program to acquire prioritized properties from willing sellers
- Collaborate with NCDOT in U-209B project limits
- Identify properties in previous expressway section

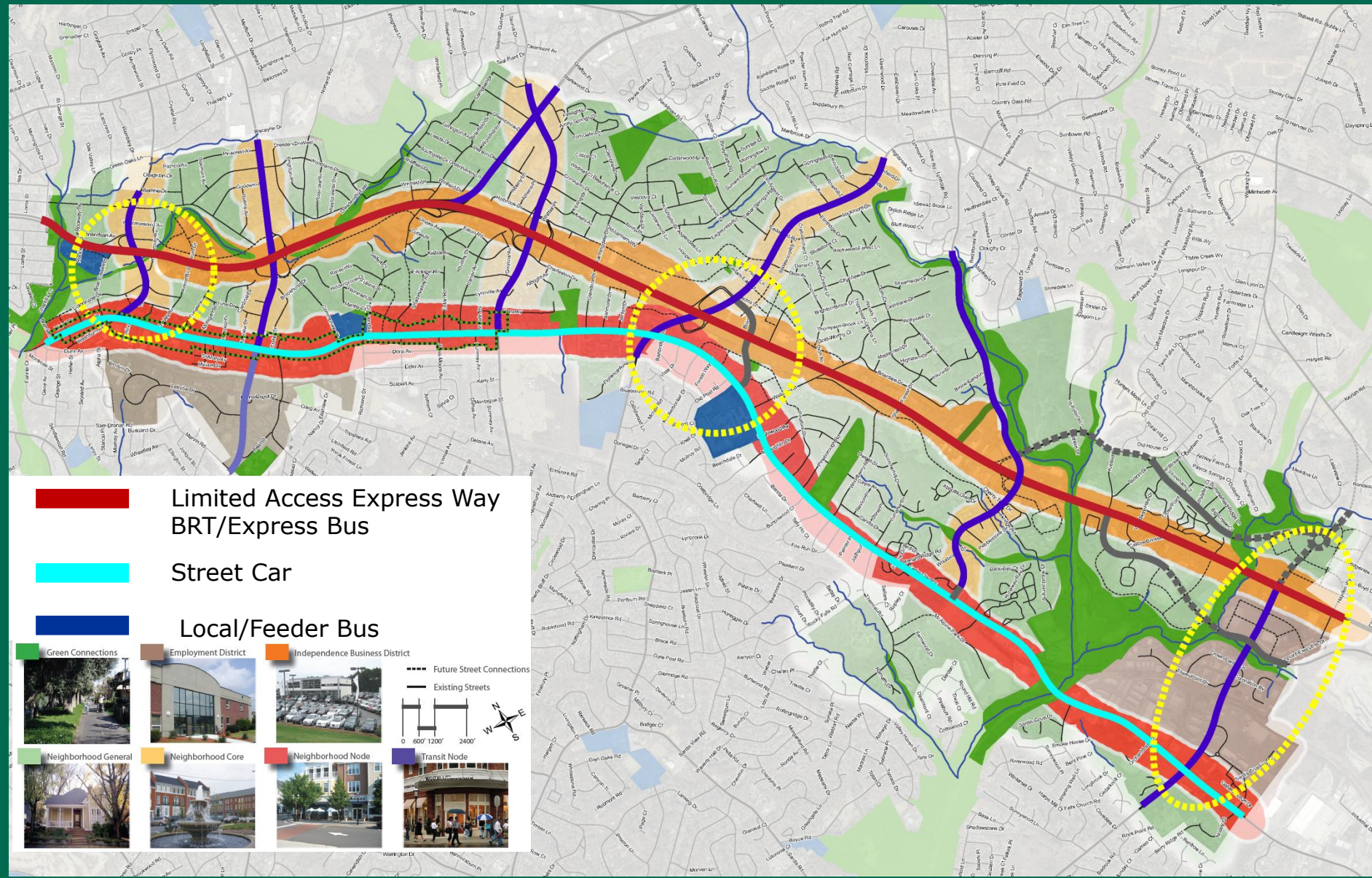


Daniel Rose Fellowship

- **Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge**
- **Mayor selects 3 fellows and team coordinator**
- **2010-2011 class: Charlotte, Detroit, Houston, Sacramento**

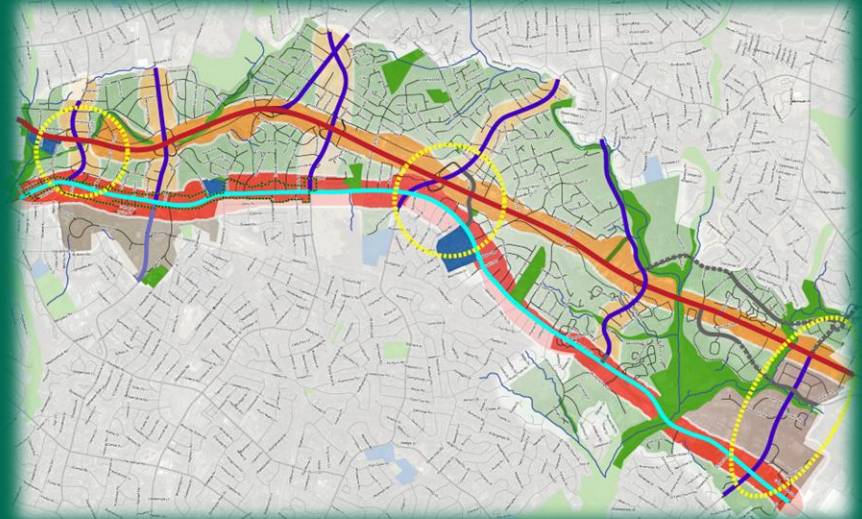


ULI-Rose Panel Concepts



Comparing the Visions

- BRT on HOT lanes in the freeway, instead of BRT (or LRT) in the freeway
BUT Area Plan is neutral on the transit mode for Independence
- Number of Station Areas along Independence Boulevard
BUT Regional stations with most development potential remain
- Streetcar Option Along Monroe Road
BUT Walkable, pedestrian-oriented development in plan support streetcar



Area Plan Process

- **Planning Commission Public Comment**
March 15
- **City Council Public Comment**
March 28
- **Planning Commission Recommendation**
April 19
- **ED Committee Recommendation**
April 28
- **Council Action**
May 9

Other Initiatives

- **Council Decision on Transitional Setback Text Amendment**
March 21
- **Metropolitan Transit Commission briefing on ULI Recommendations**
March 23
- **ULI Rose Fellowship Program**
Continues through October 2011

- Recommend that City Council receive public comment on the draft *Independence Boulevard Area Plan*





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Questions?