



INDEPENDENCE BOULEVARD AREA PLAN

Economic Development Committee Meeting

April 26, 2011

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**



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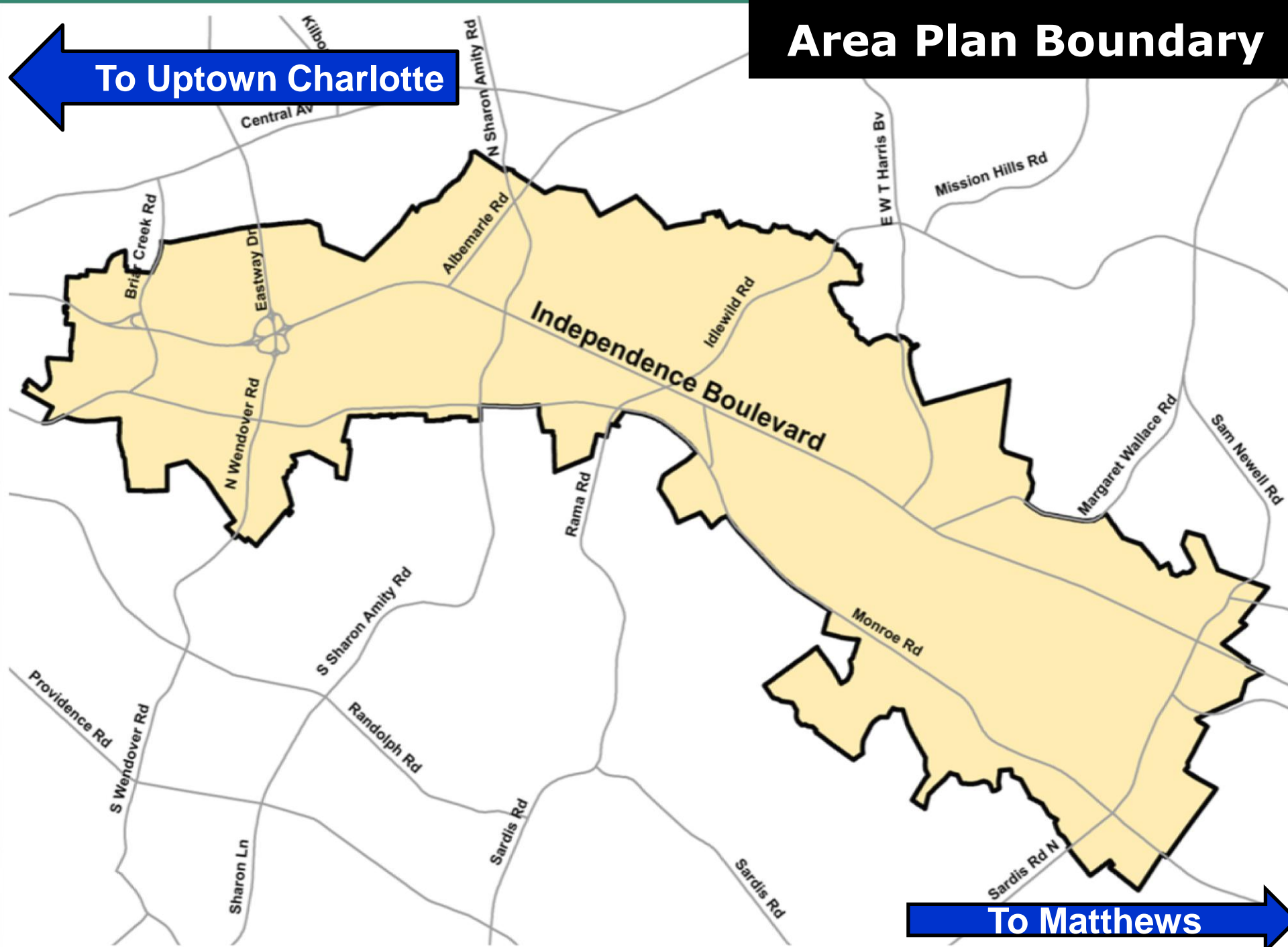


SUMMARY OF PUBLIC COMMENTS

Area Plan Boundary

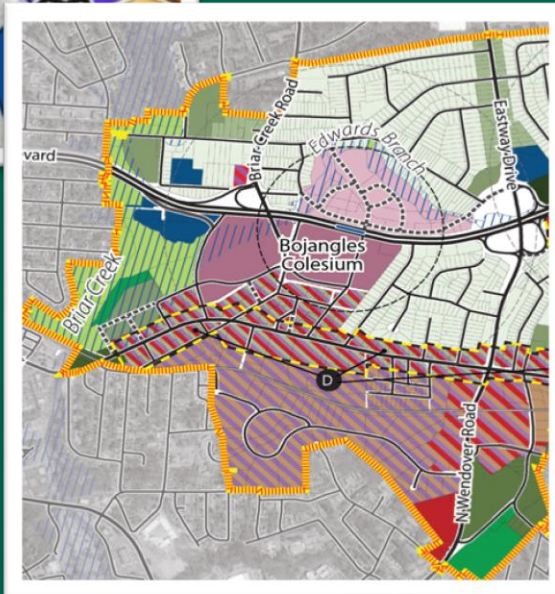
To Uptown Charlotte

To Matthews





Plan Vision



Implementation





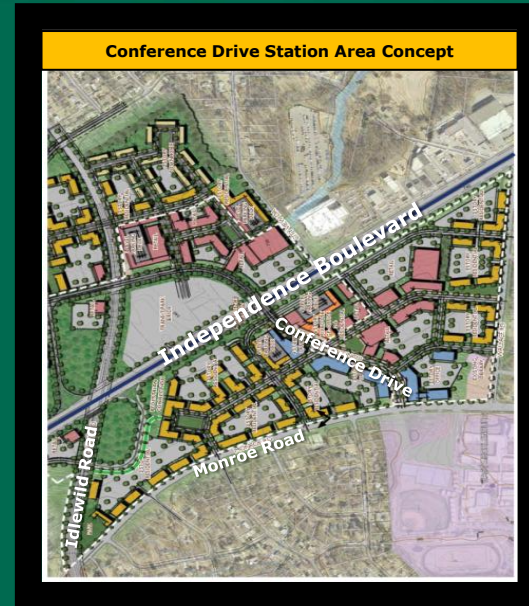
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PLAN VISION

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)



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.**



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

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

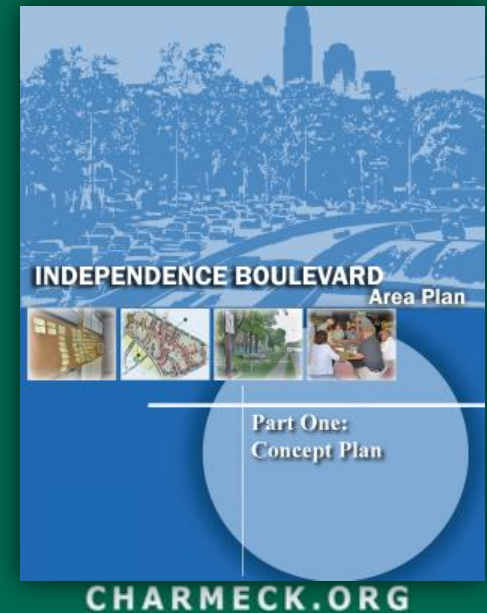
- Potential for multifamily along Independence
- Opportunity to reinvest in neighborhoods



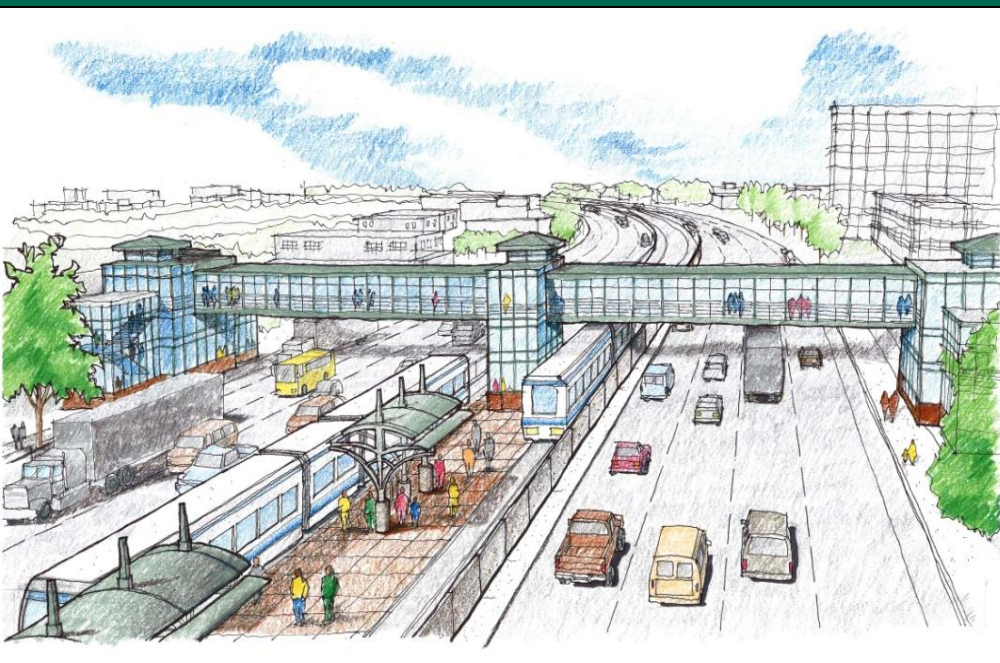
- **Plan provides flexibility for implementation to respond to market demands.**
- **Zoning Districts other than Transit-Oriented Development (TOD) may be appropriate to implement the land use vision.**
- **No areas will be pre-zoned for TOD. TOD will be applied on a case by case basis if and when requested**

Citizen Concerns:

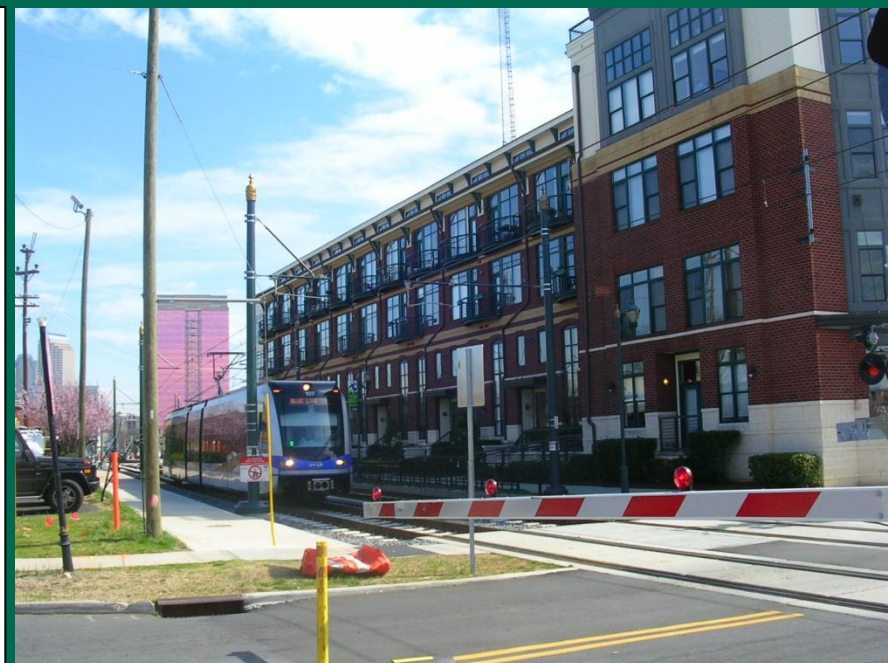
- **TOD along Independence will be different than South Boulevard.**



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



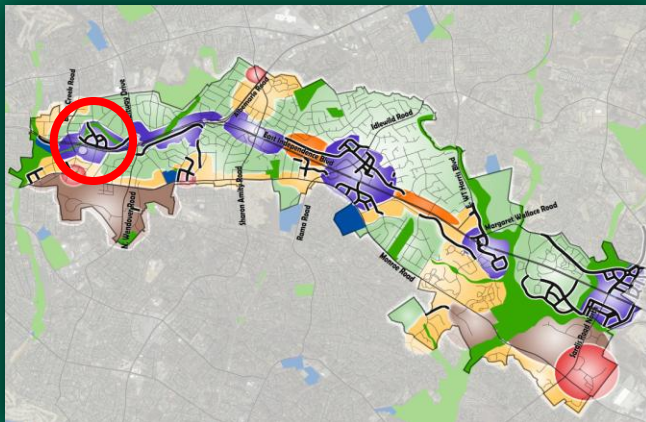
Southeast Transit Corridor



South Transit Corridor

Briar Creek - Transit Station Area Concept

- Mix of land use
- Infill Opportunity
- Open Space Amenities
- Reverse frontage along US 74
- Access from new local streets (frontage or parallel)

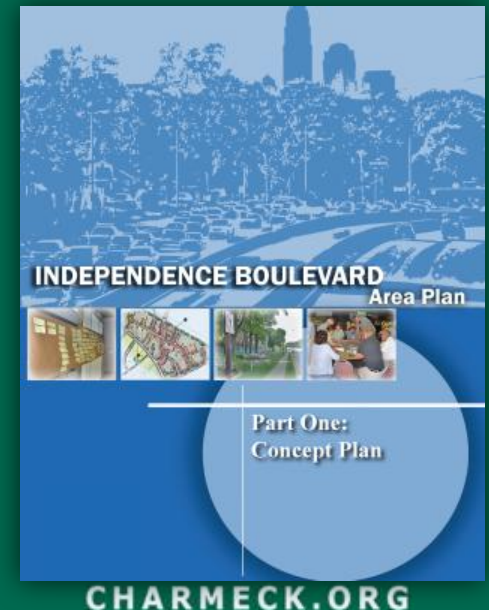




PLAN IMPLEMENTATION

Citizen Concerns:

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



- 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.



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:

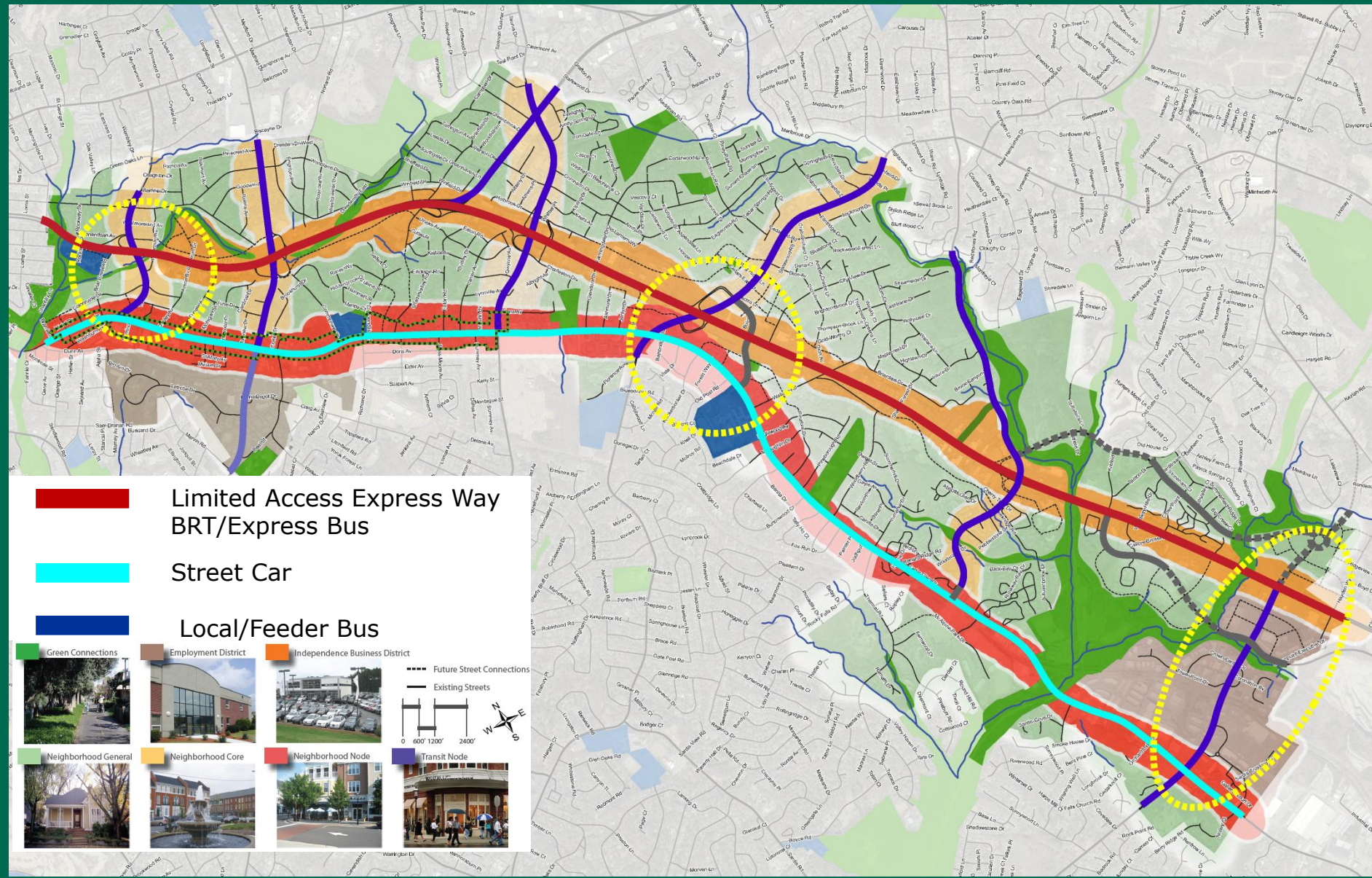
- BRT vs LRT
- Roadway planning and design trying to preserve options:
 - Transit
 - Managed lanes

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

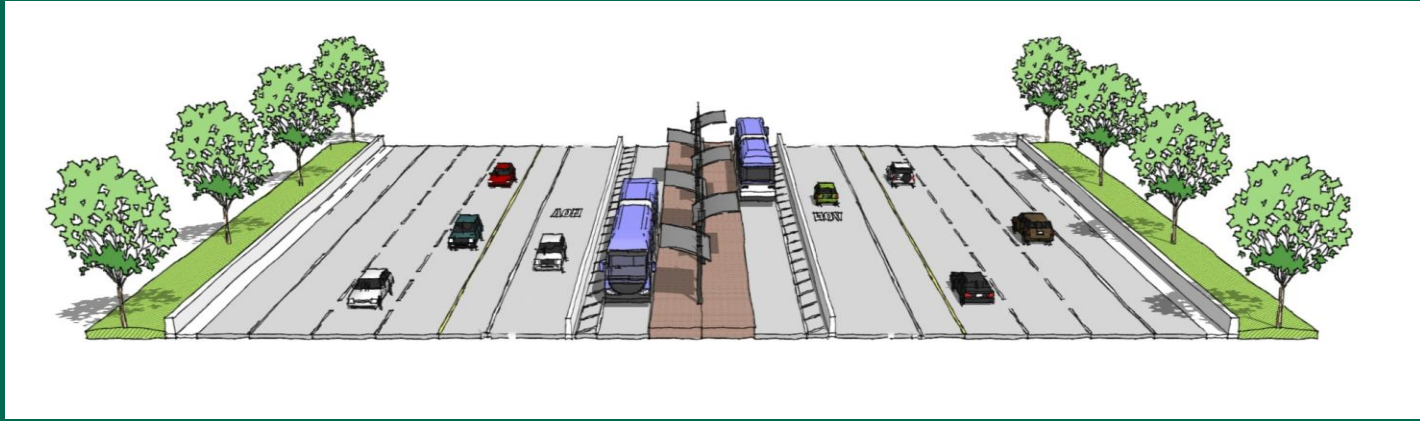


ULI-Rose Panel Concepts

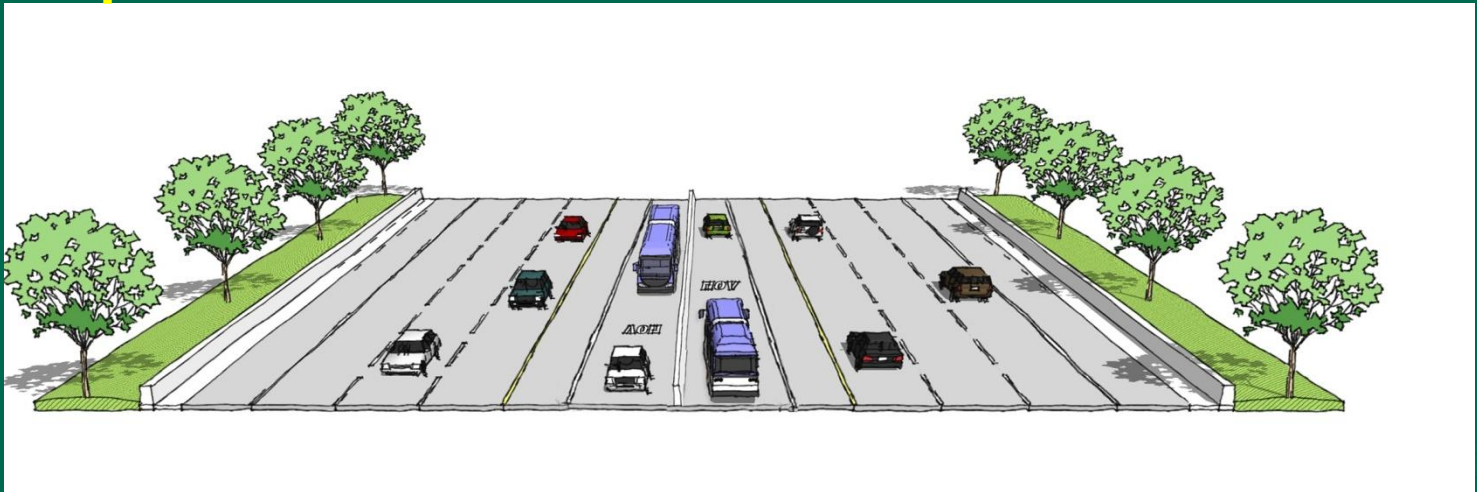


ULI – Concept Combine BRT and HOT

Independence Boulevard with Exclusive Busway



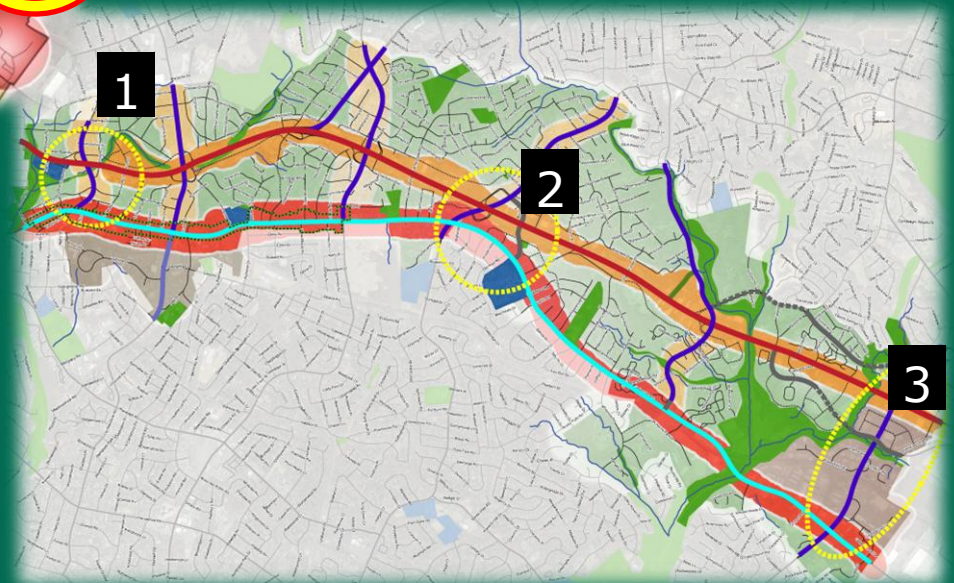
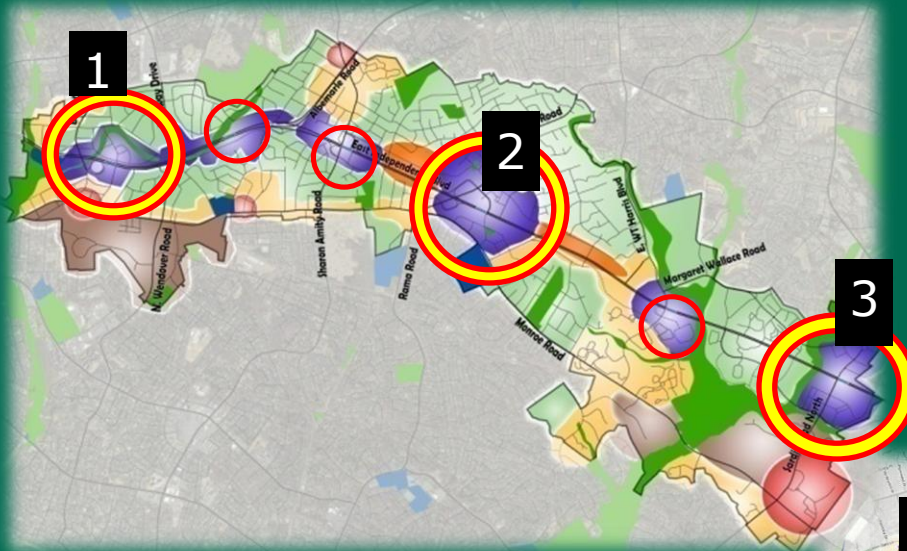
ULI Concept Independence Boulevard with Combined BRT and HOT





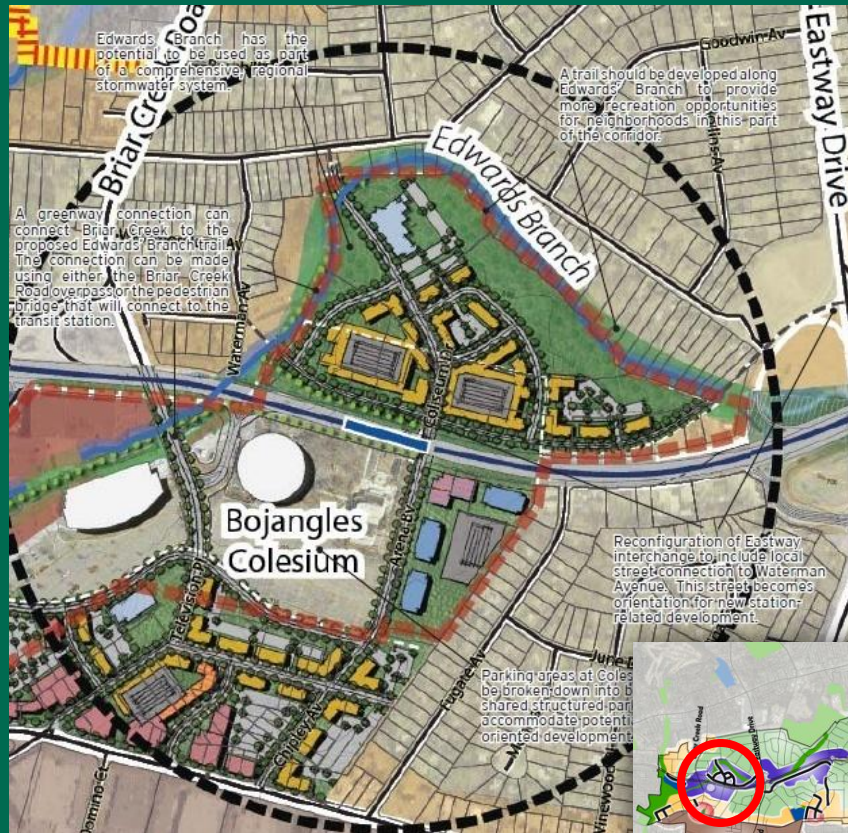
Staff Response

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

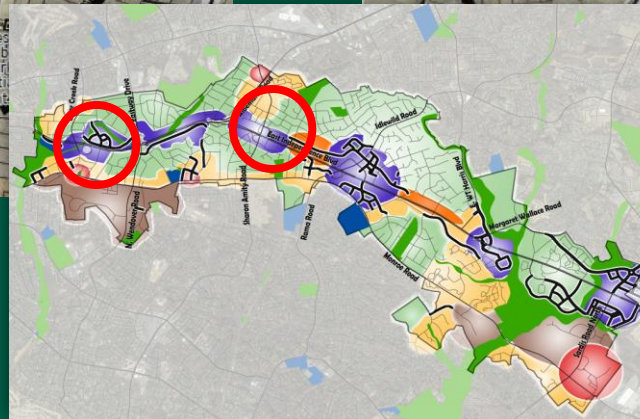
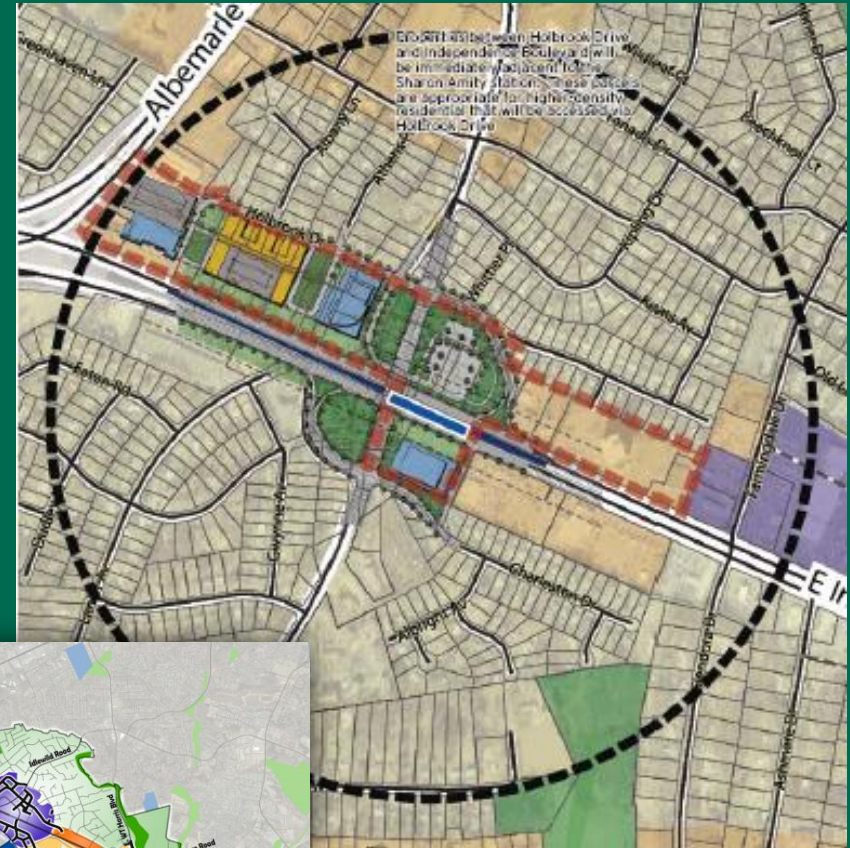




Briar Creek Area Concept Regional Node



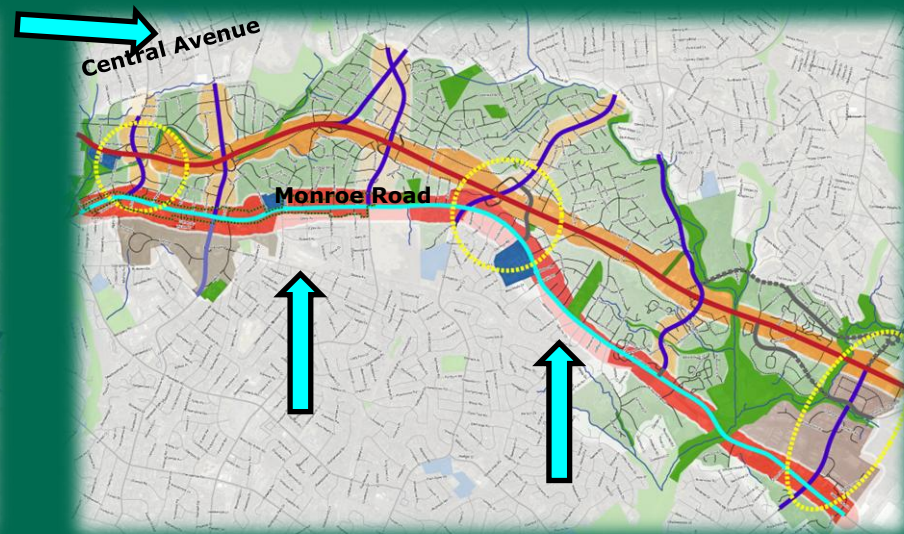
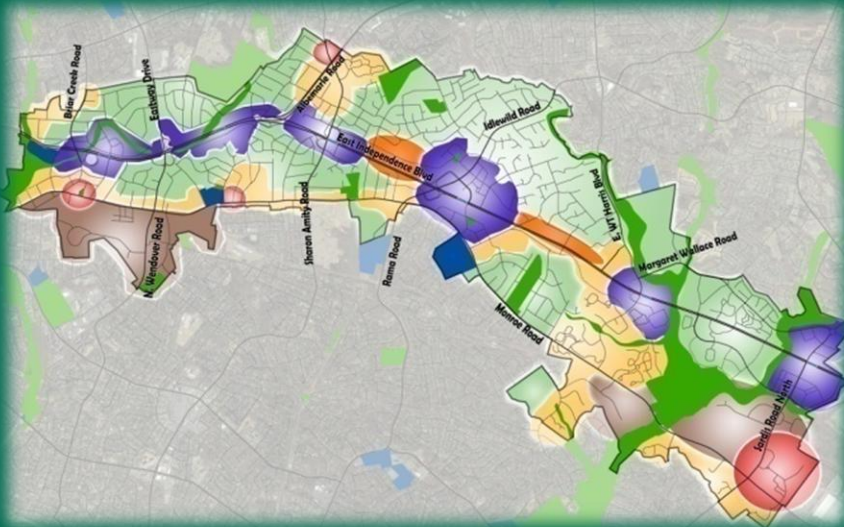
Sharon Amity Area Concept Non-regional Node



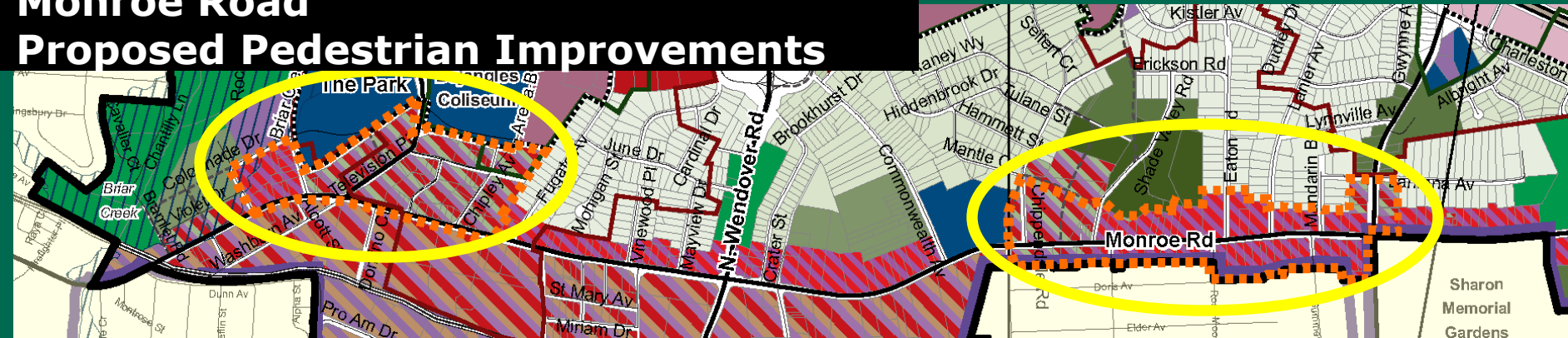
Staff Response

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

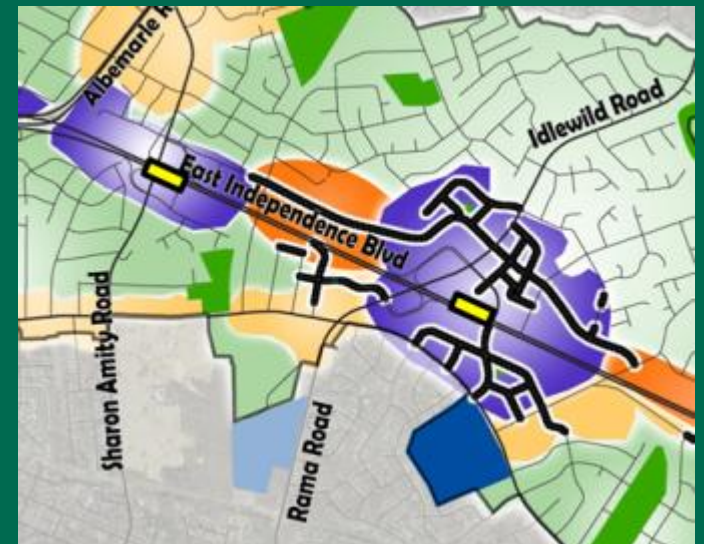
Plan provides land use vision for walkable, pedestrian-oriented development on Monroe Road that would support street car.



Monroe Road Proposed Pedestrian Improvements



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





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Questions?