



Citizen Advisory Group

Meeting 1

January 20, 2011

CHARMECK.ORG

Meeting Agenda

- 1. Background Information**
- 2. Policy Framework**
- 3. Plan Development Process**
- 4. Public Input Results**
- 5. Vision Statement**
- 6. Group Exercise**
- 7. Wrap-up and Next Steps**





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Background Information



Midtown

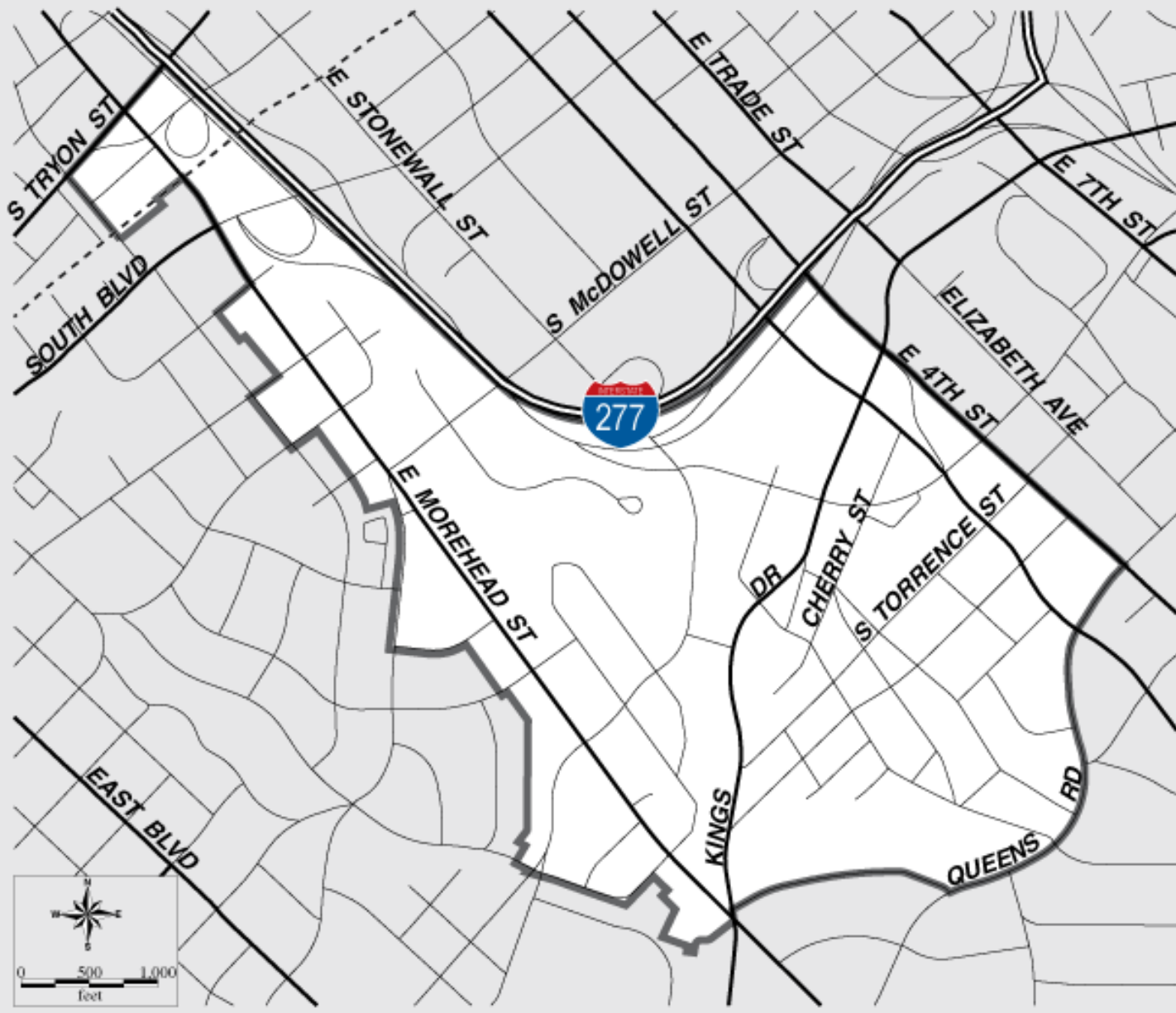


Morehead



Cherry
area plan

Midtown Morehead Cherry Area Plan





What is an Area Plan?

- Community's Shared Vision for the Future
- Policy guide that provides a framework for future growth and development
- Has a specific geographic focus and provides detailed Land Use, Community Design, Transportation, and other recommendations
- Identifies public and private investments and strategies that should be pursued in order to realize the plan vision
- Updates the broader, more general district plans as well as older area plans
- Addresses how the community should be maintained and/or changed in the future



Charlotte-Mecklenburg Planning Department
adopted by Charlotte City Council
Month, Day, Year

What Can You Expect From an Area Plan?

Clarify the Vision for the Area

Identify and provide policies to address development opportunities and issues

But not . . .

Create regulations or laws

Identify public and private investments needed to achieve vision

But not . . .

Provide funding and implementation means overnight

Possibly recommend zoning changes in appropriate locations

But not . . .

Rezone property

Guide more appropriate development

But not . . .

Halt development



Why Do a Plan for This Area?

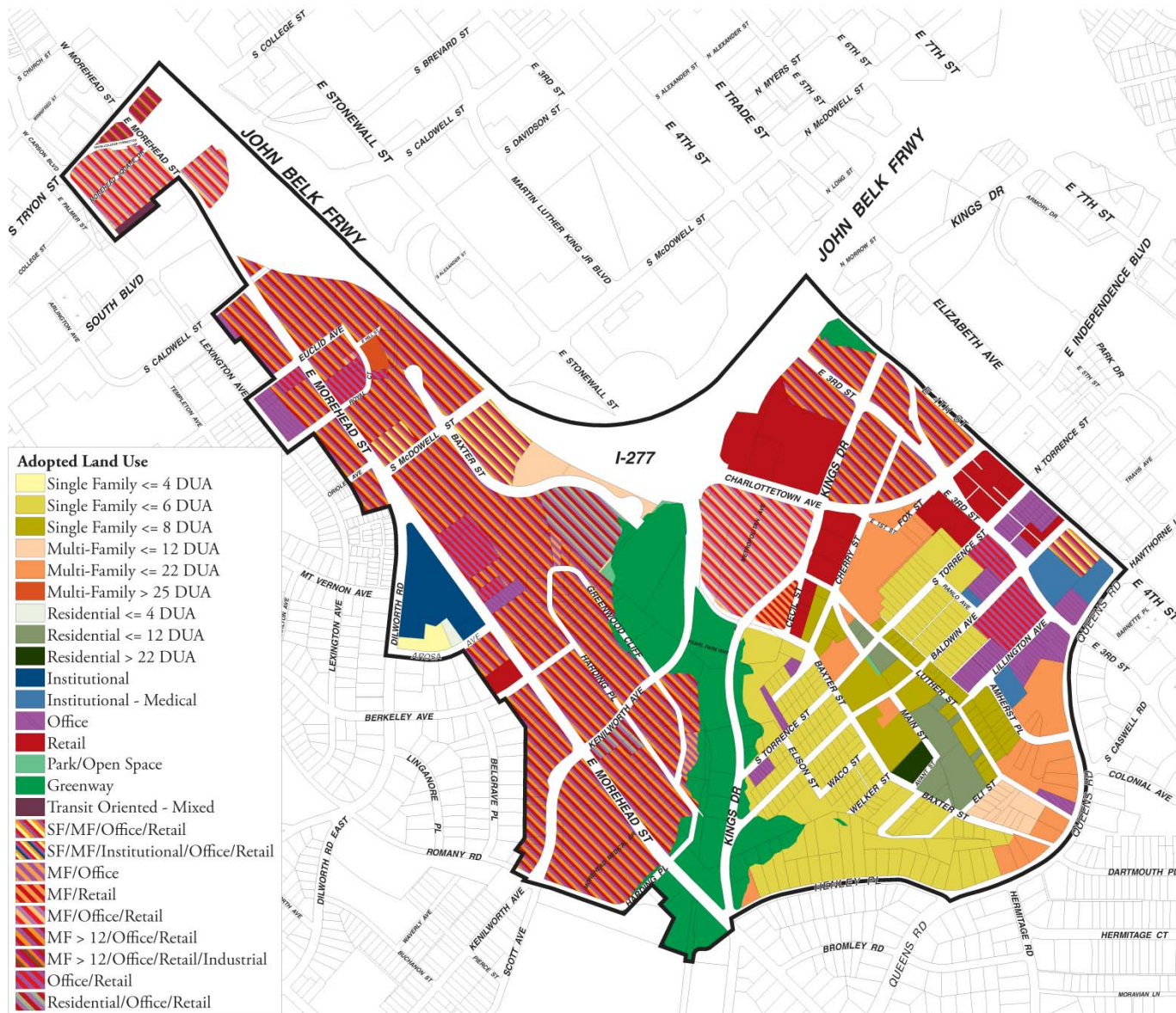
- To update existing plans to provide more specific guidance for growth and redevelopment
 - Cherry Small Area Plan (1993)*
 - Central District Plan (1993)*
- To better integrate community design, transportation, and land use planning
- To take better advantage of the greenway and uptown connections
- To recognize, or to adjust, the type of development undertaken recently through individual approvals
- To coordinate with critical transportation needs and projects



Midtown Morehead Cherry Area Plan



Midtown Morehead Cherry Area Plan





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Policy Framework



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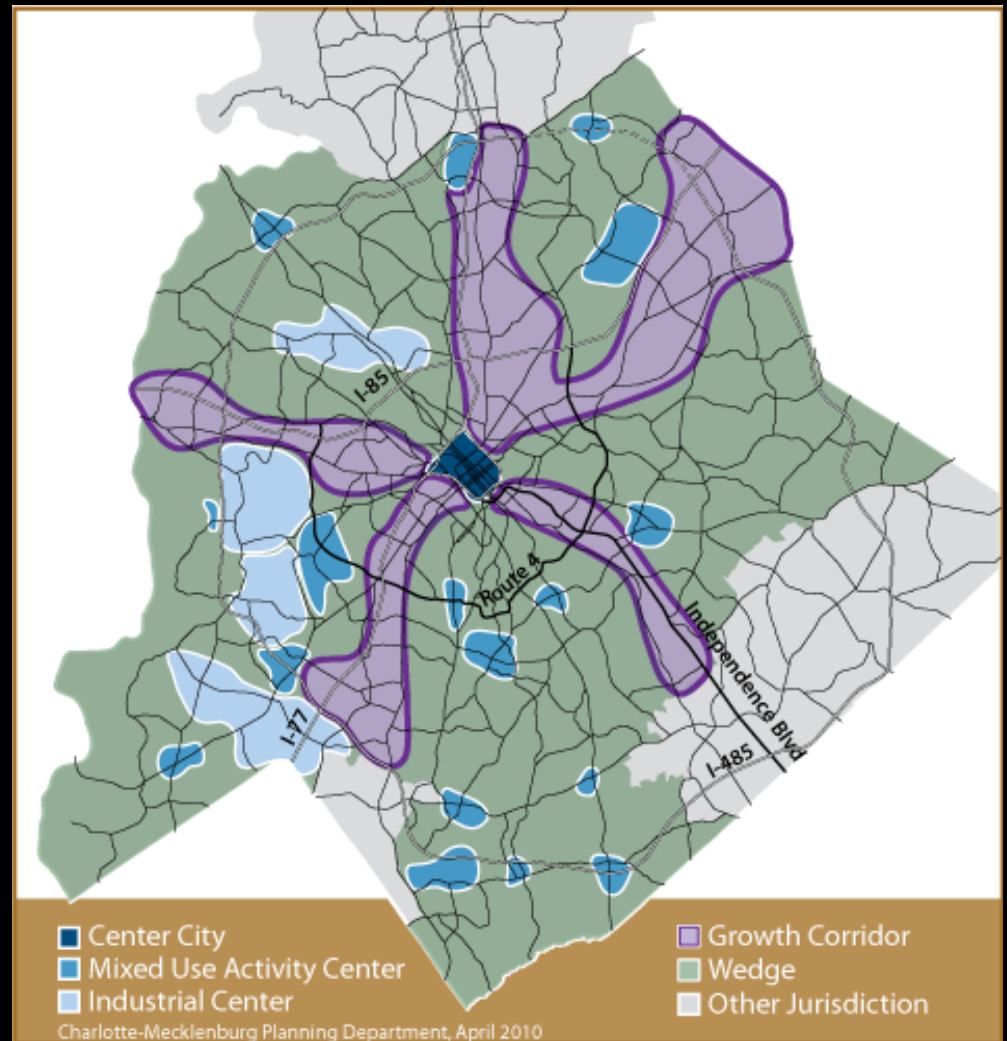


Growth Framework

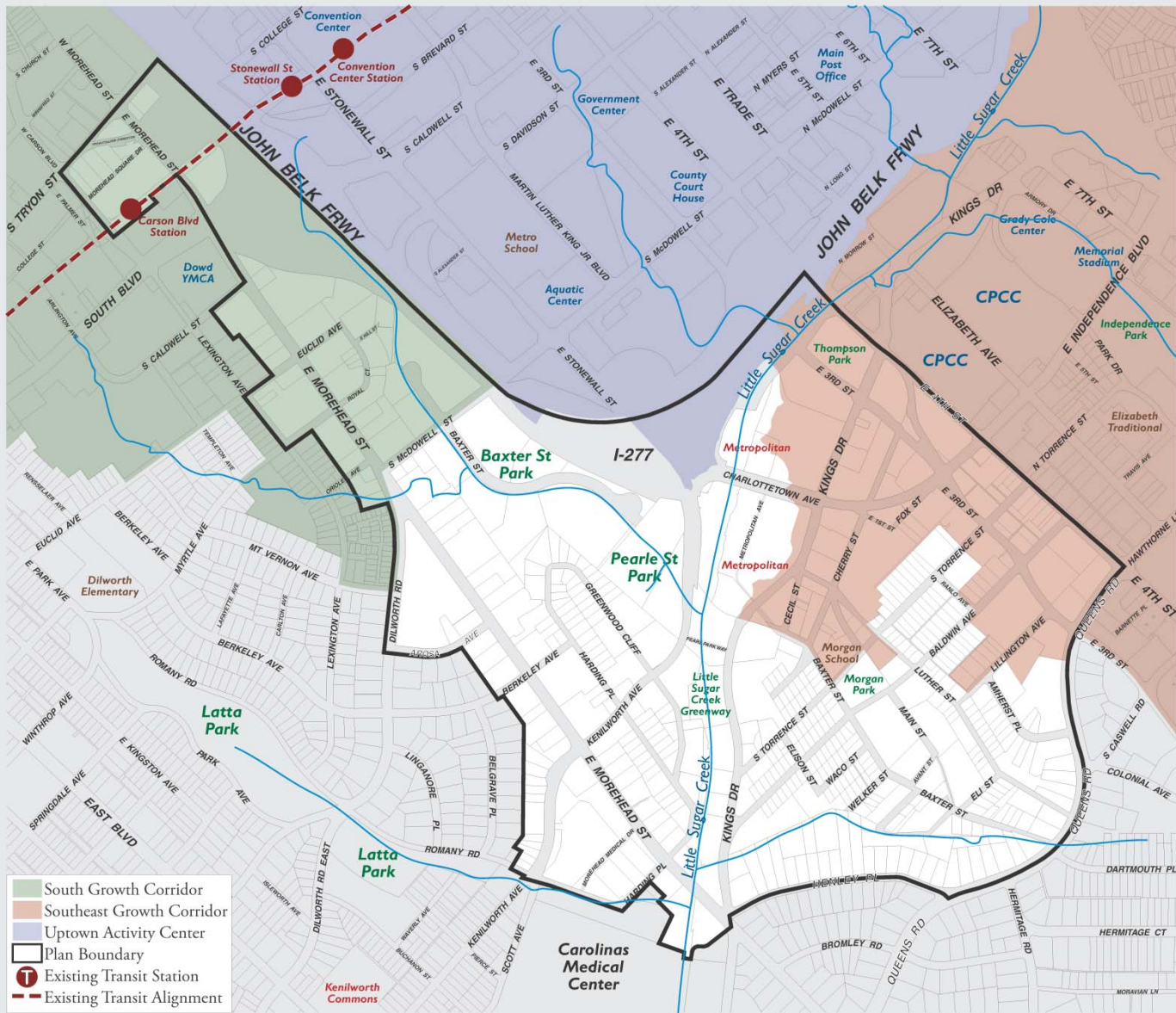
Activity Centers are generally appropriate for new growth, with generally increased intensity of development.

Growth Corridors are priority locations for new growth, but may include specific neighborhoods for preservation.

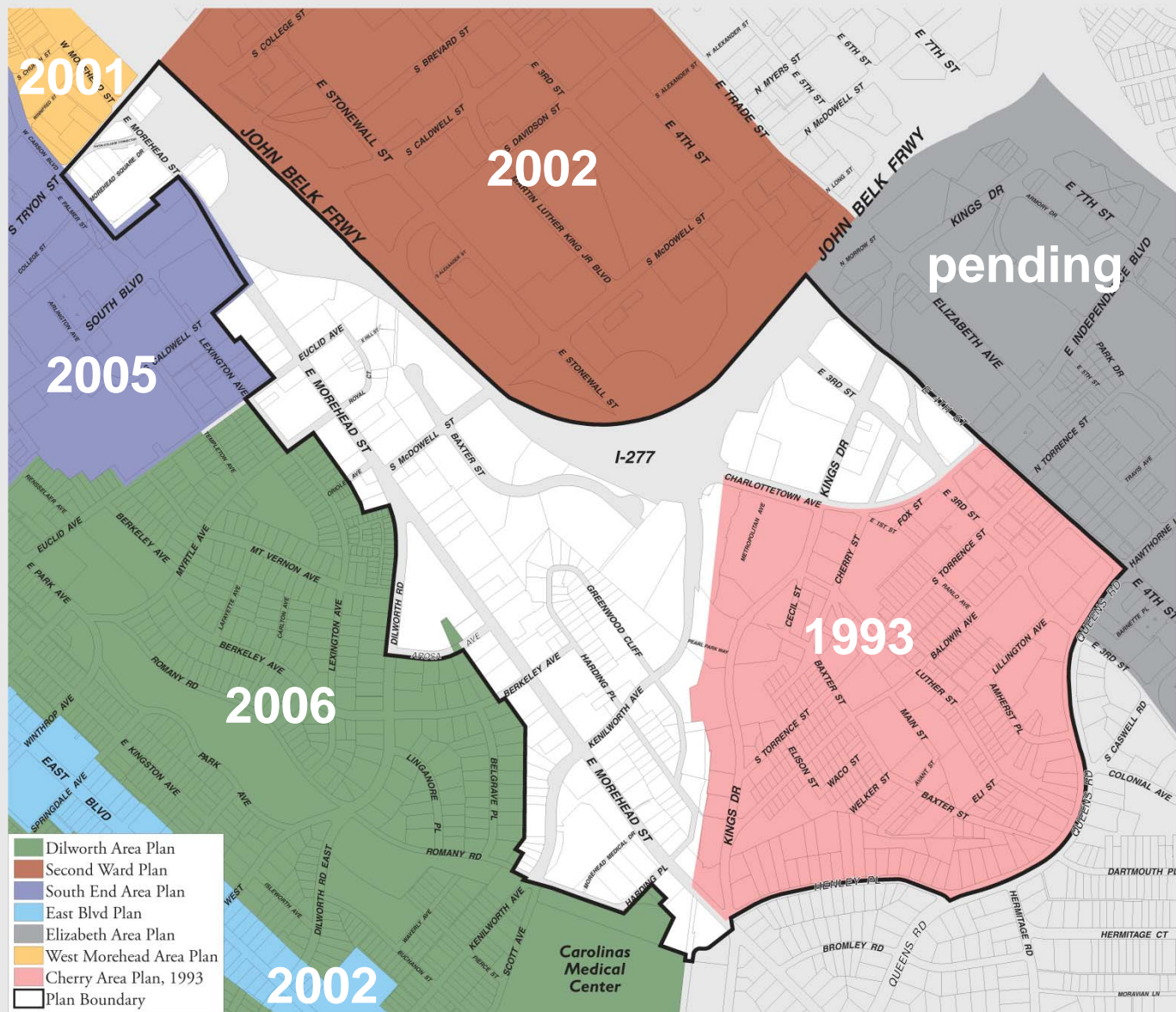
Wedges are predominantly low density residential with limited higher density housing and neighborhood serving commercial uses.



Midtown Morehead Cherry Area Plan



Midtown Morehead Cherry Area Plan

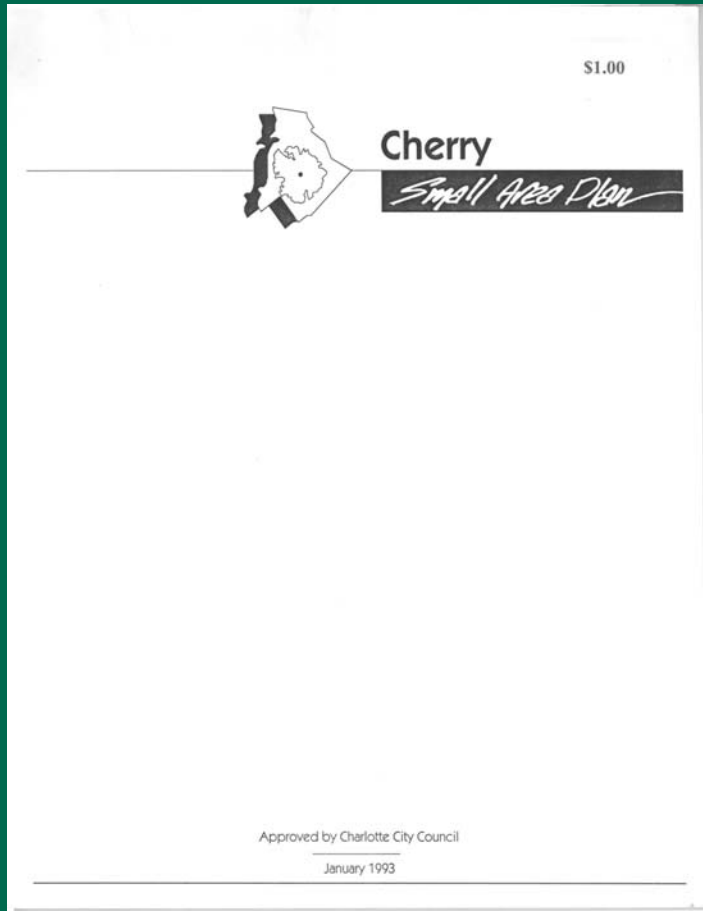




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old Cherry plan, 1993

Cherry
area plan





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Possible Historic District

Cherry
area plan





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Dilworth plan, 2006

Morehead

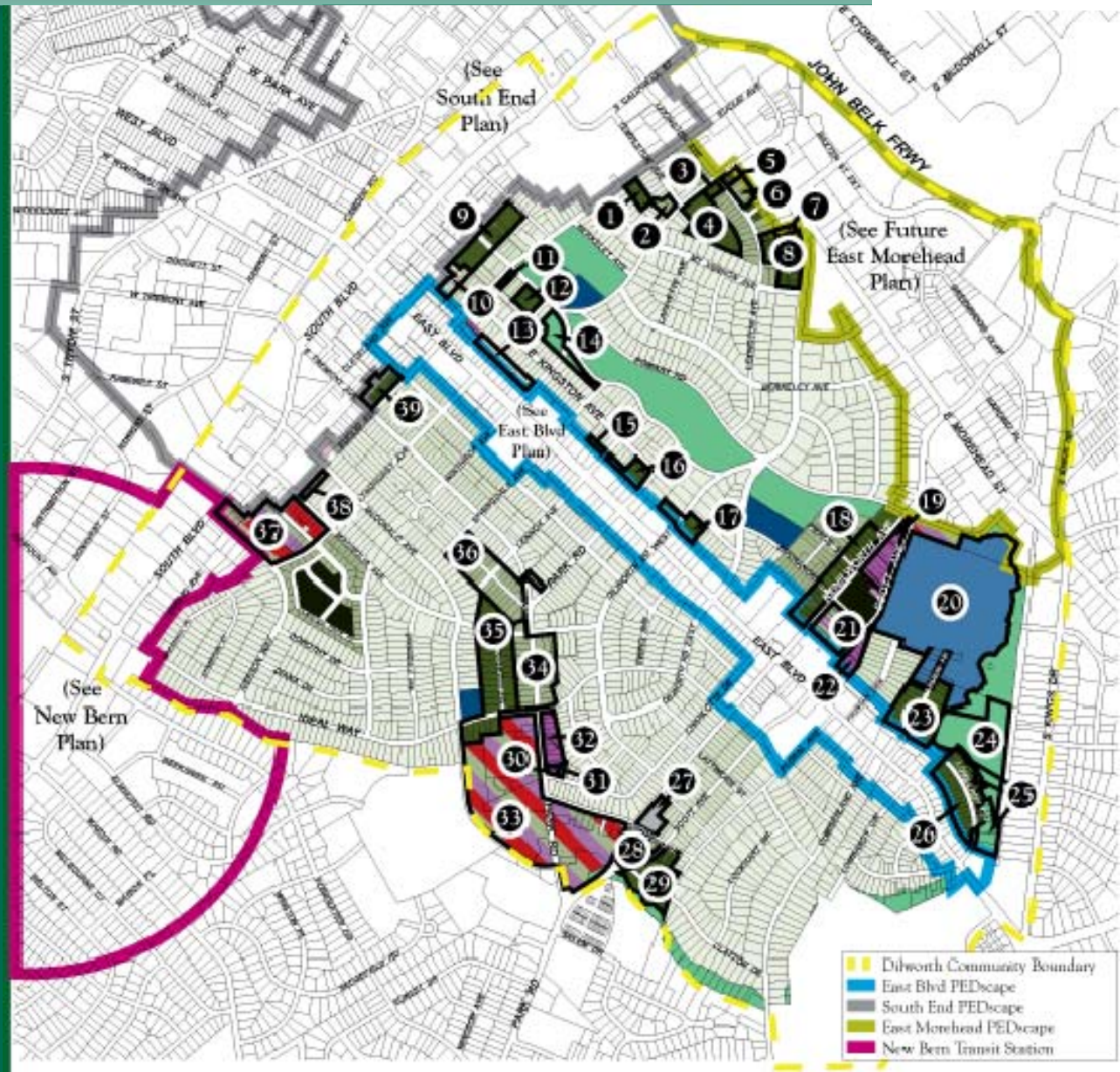


Dilworth

Land Use & Streetscape Plan



Charlotte-Mecklenburg Planning Commission
Adopted by Charlotte City Council June 26, 2006



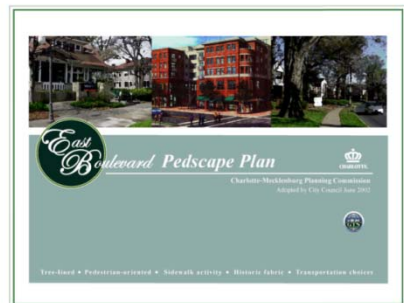
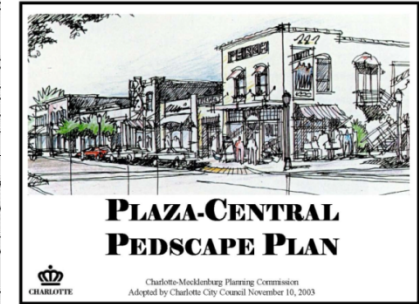


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PED overlay zoning as possible component

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Morehead





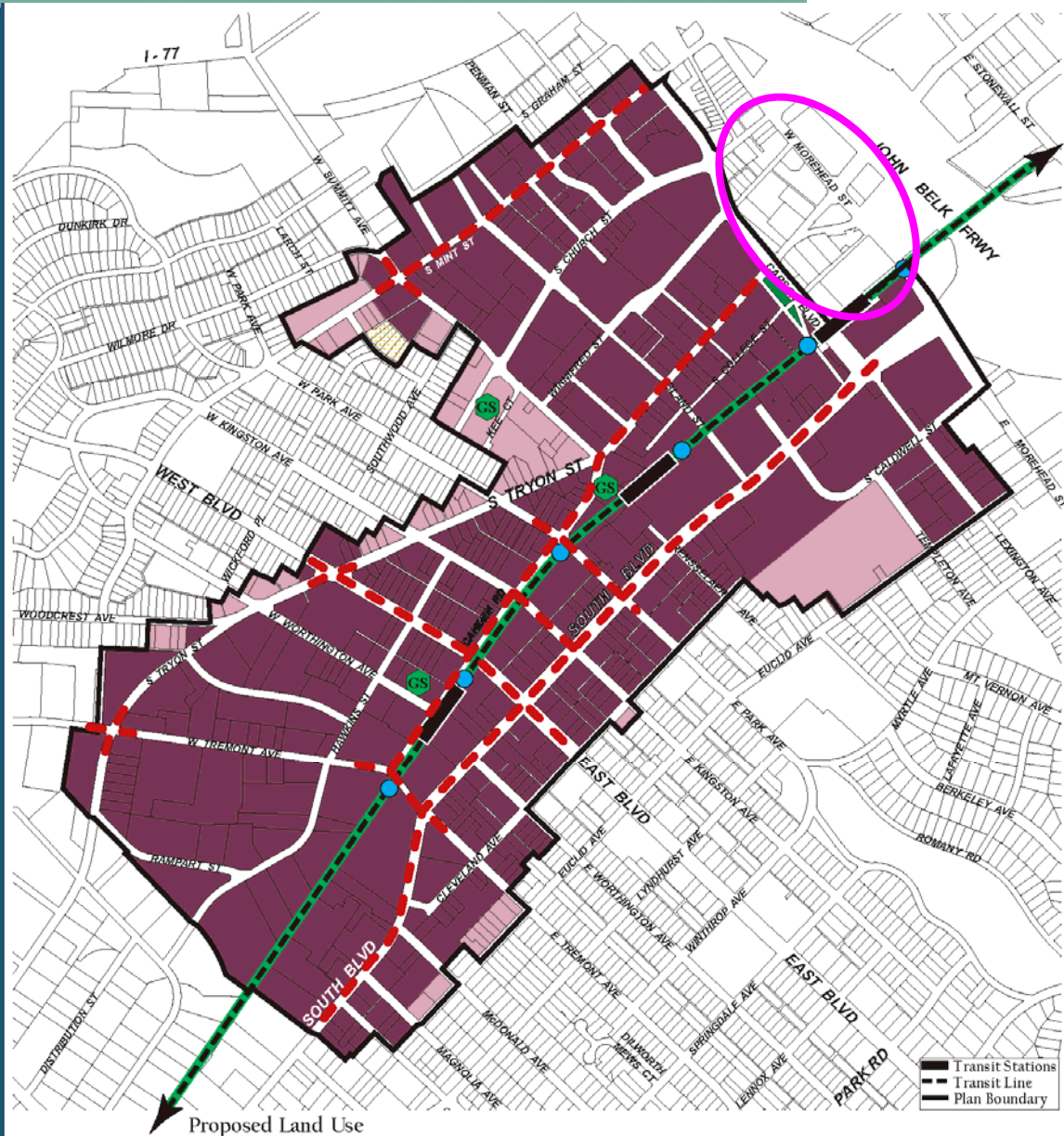
South End Plan Gap

Morehead

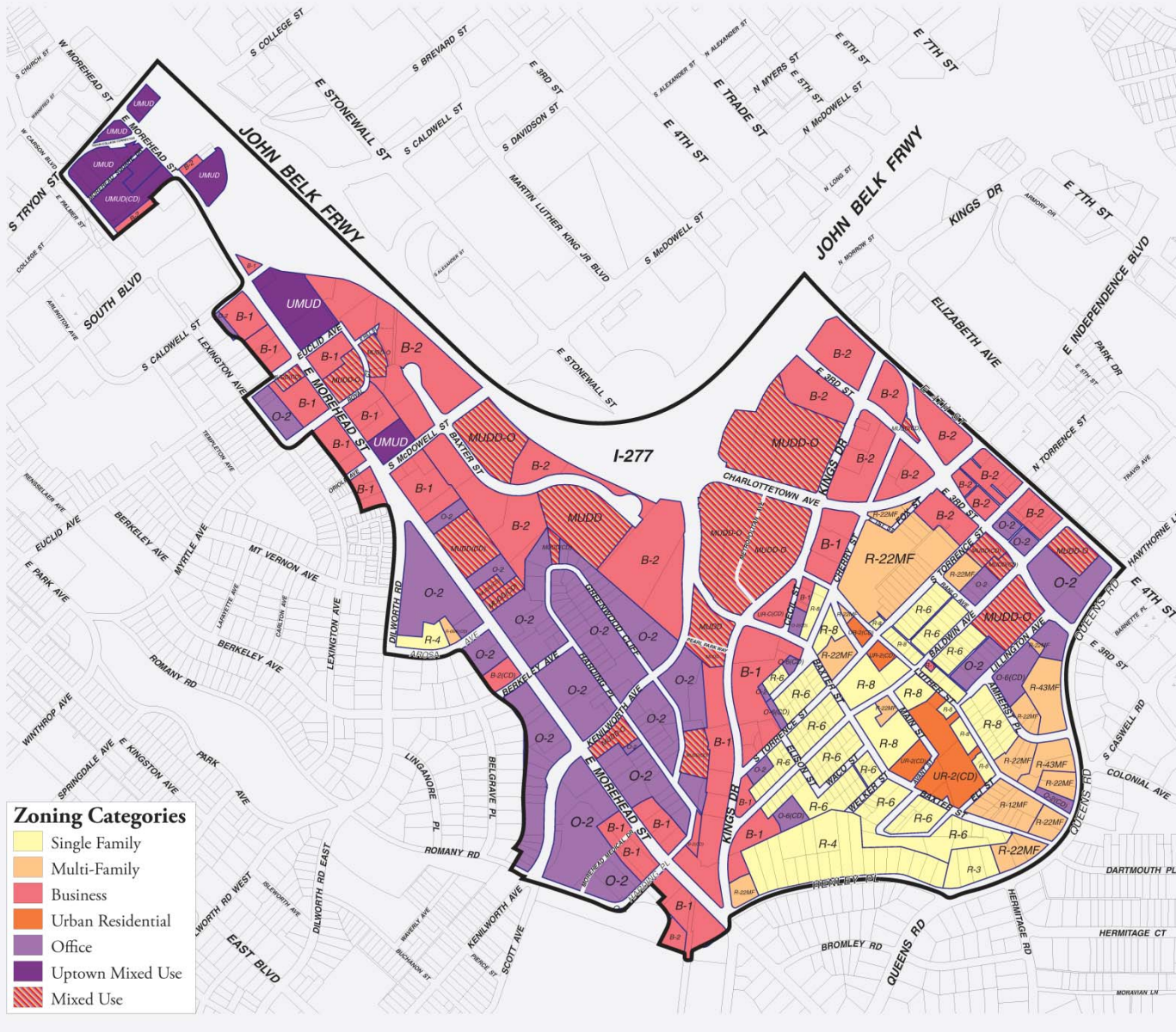


Transit Station Area Plan

Charlotte-Mecklenburg Planning Commission
Adopted by City Council June 2005



Midtown Morehead Cherry Area Plan



Produced by the Charlotte-Mecklenburg Planning Department, November 2, 2010.

A horizontal scale bar with a black background and white markings. The markings are at 0, 500, and 1,000. Below the bar, the word "feet" is written in white.

Existing Zoning Designations



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Plan Development Process



Midtown



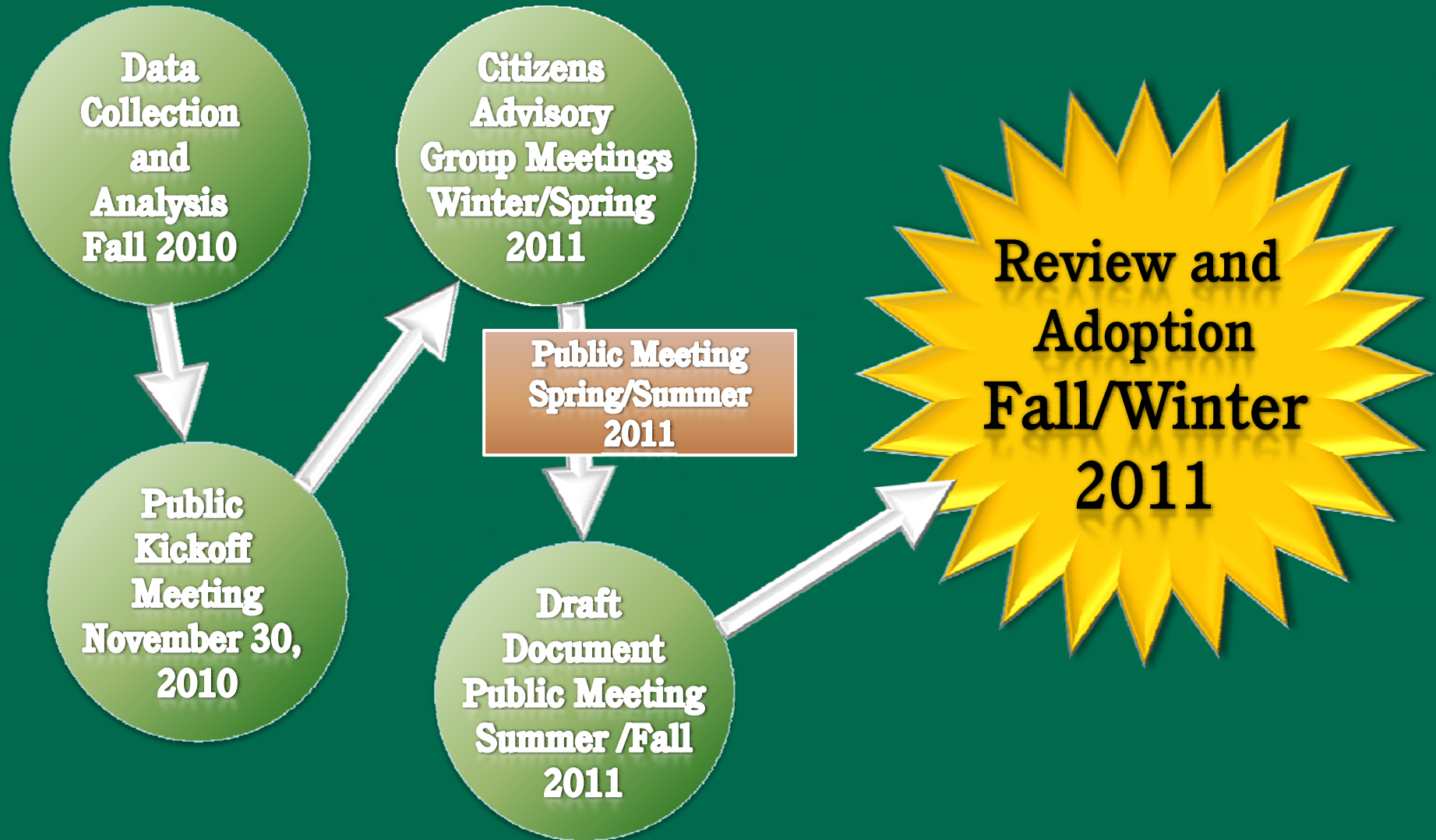
Morehead



Cherry
area plan



Plan Development Process



Citizen Advisory Group



- The purpose of the CAG is to help shape the area plan's goals, objectives, and recommendations.
- The CAG will meet 6 to 8 times over the next 5 or 6 months. Each meeting will focus on specific topics and issues.
- Interested volunteers may sign up here or by sending an email to:
KMain@ci.charlotte.nc.us



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Public Input Results



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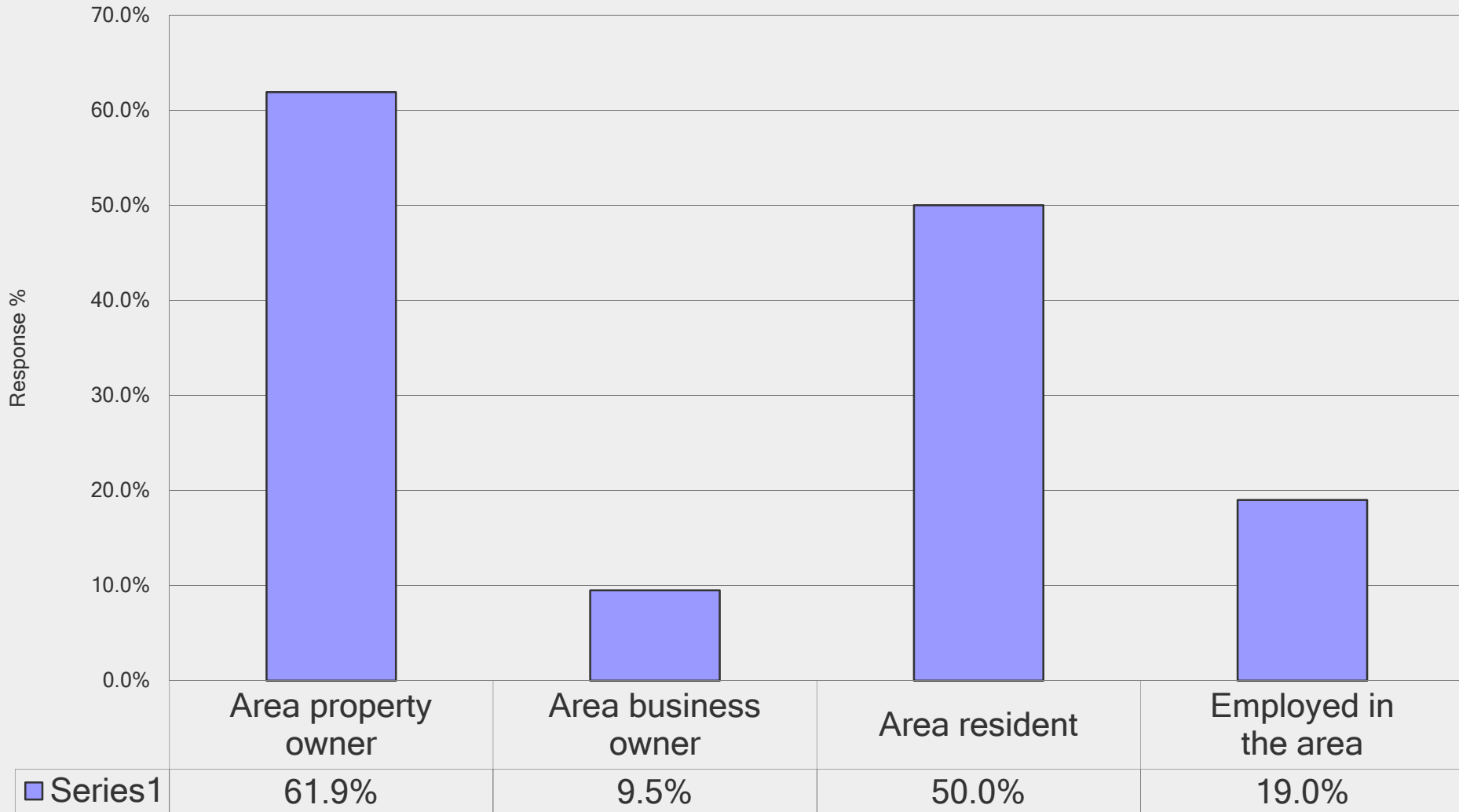
Cherry
area plan



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Survey Results

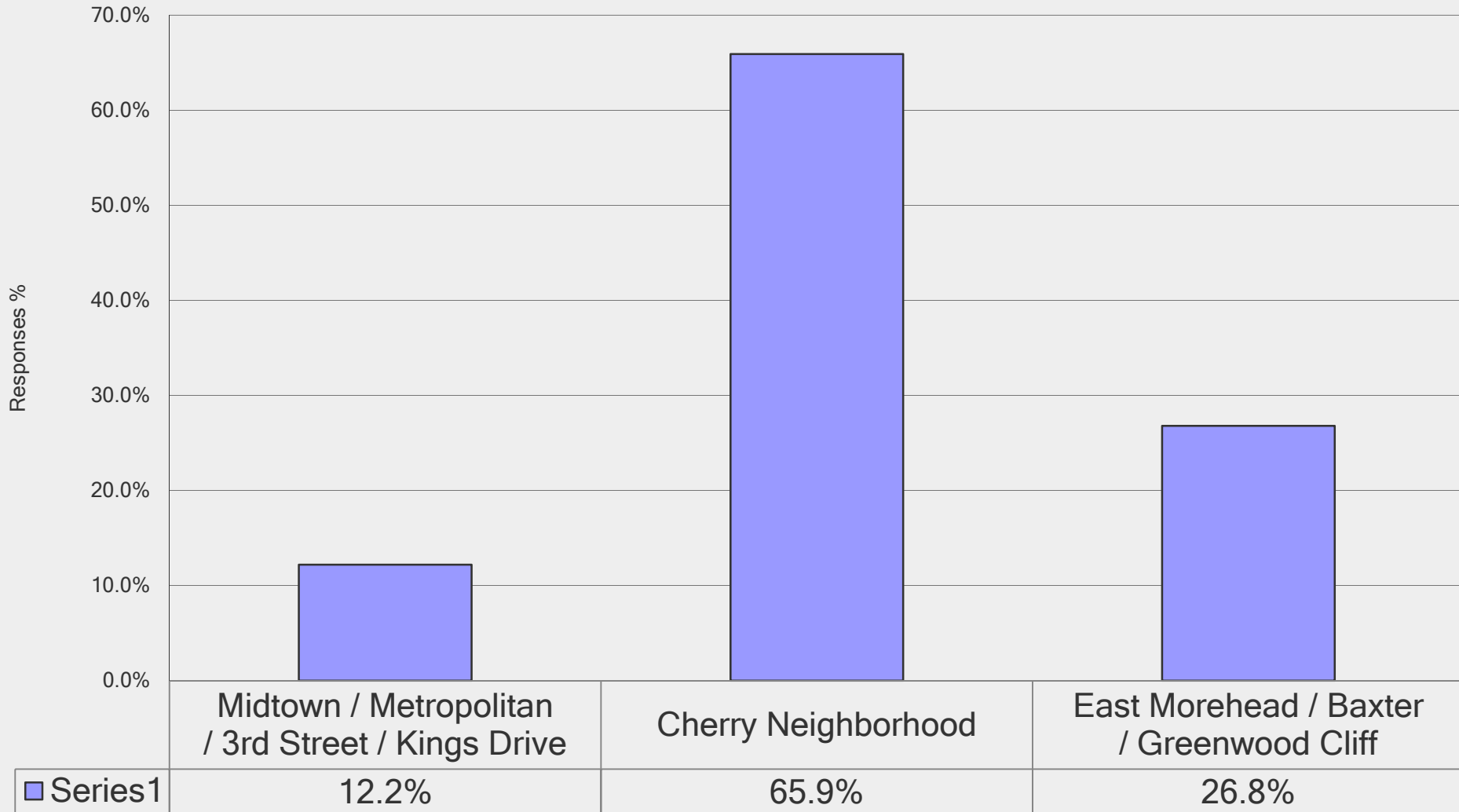
I am interested in the Midtown Morehead Cherry Area Plan because? (please check all that apply):





Survey Results

2. Which neighborhood is your principal area of interest?

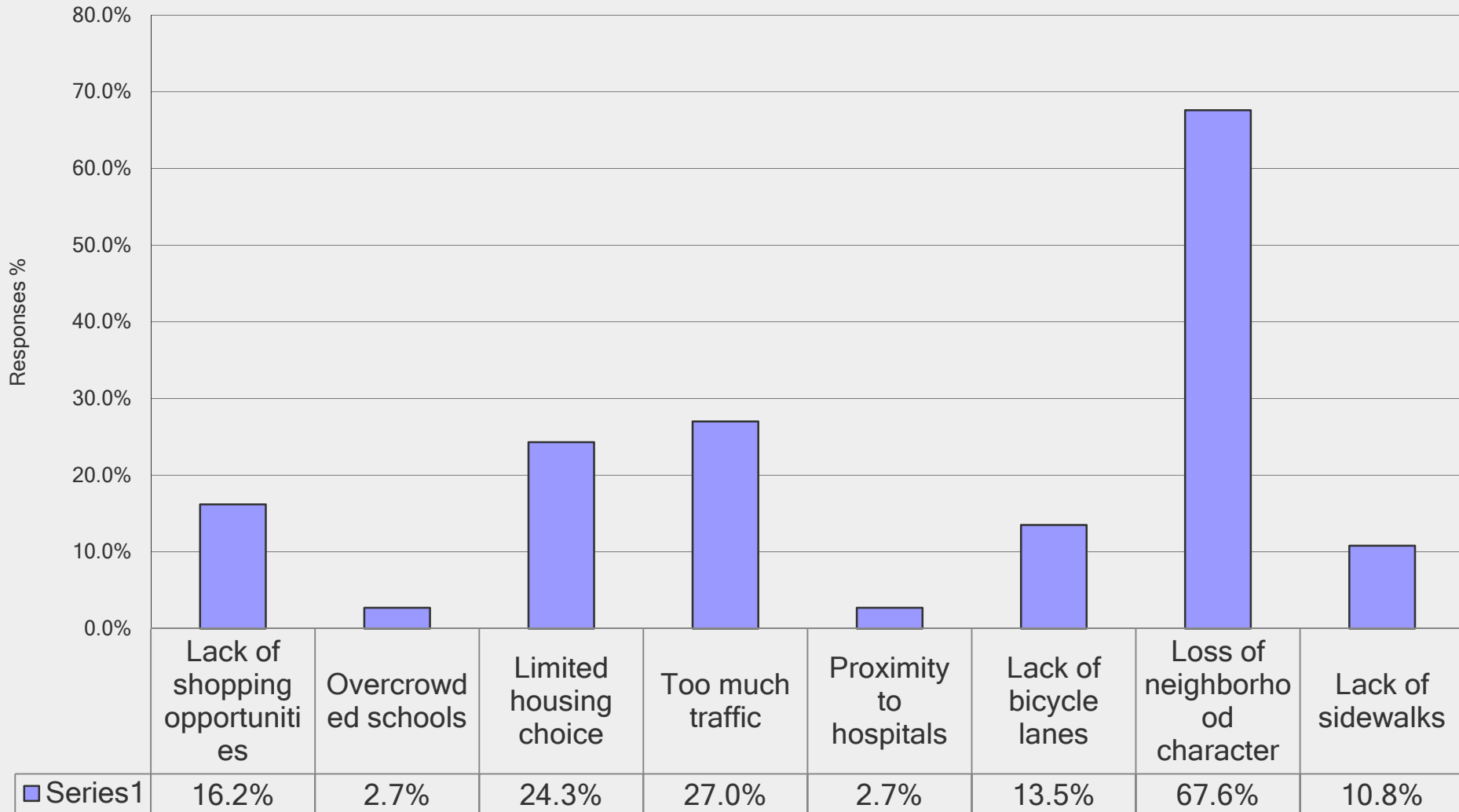




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Survey Results

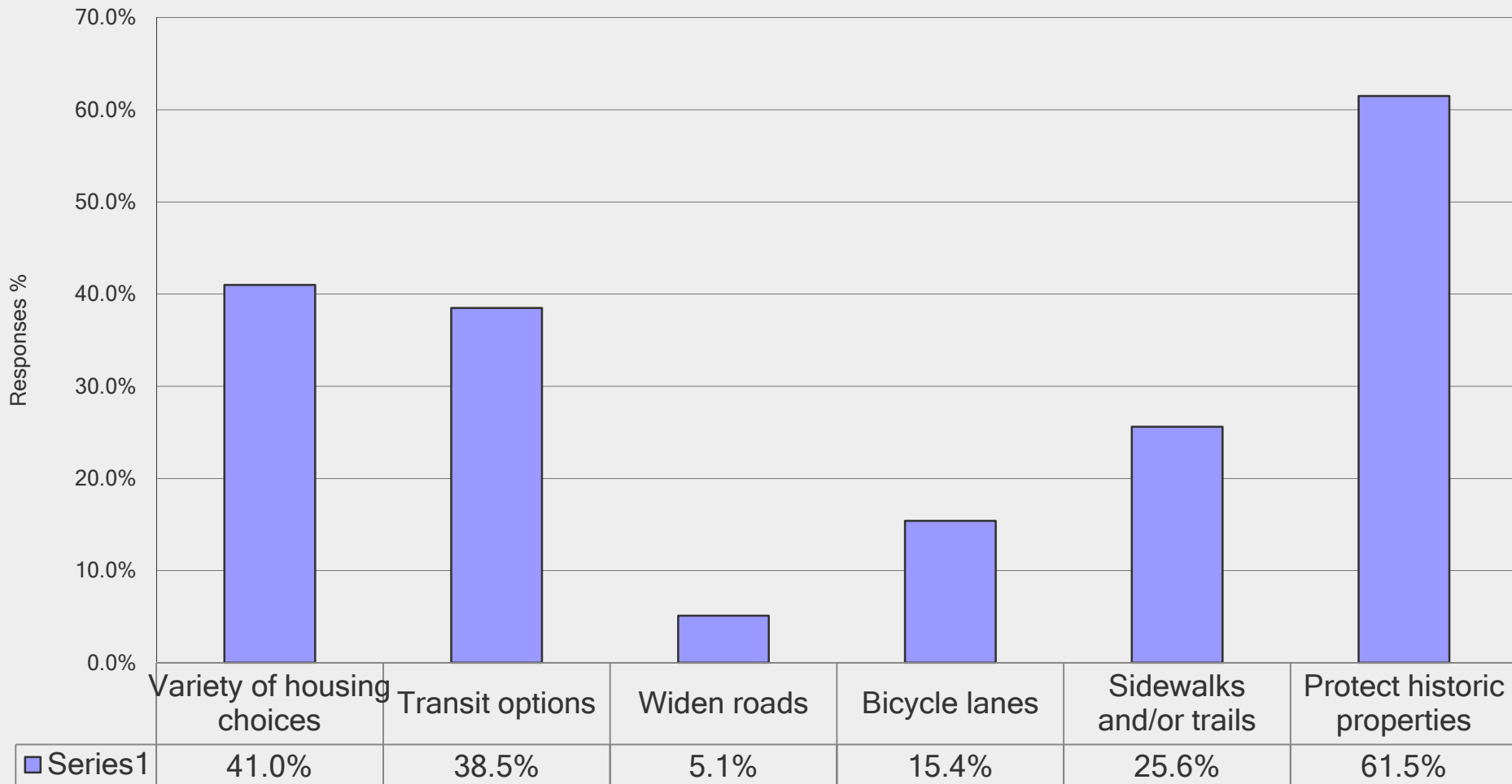
4. What concerns you the most about the plan area? (Check all that apply)





Survey Results

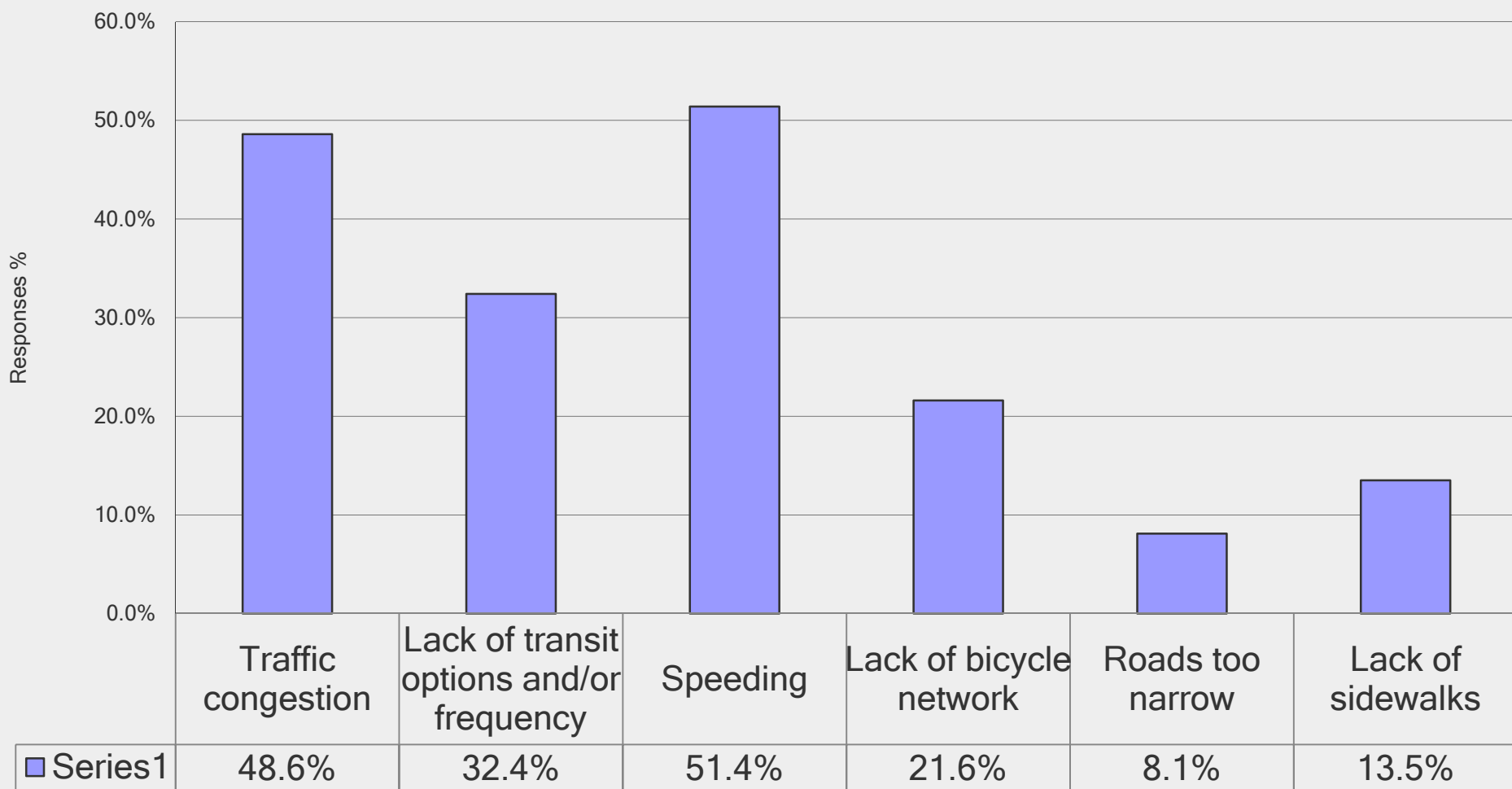
5. What improvements would you like to see in the plan area? (Check all that apply)





Survey Results

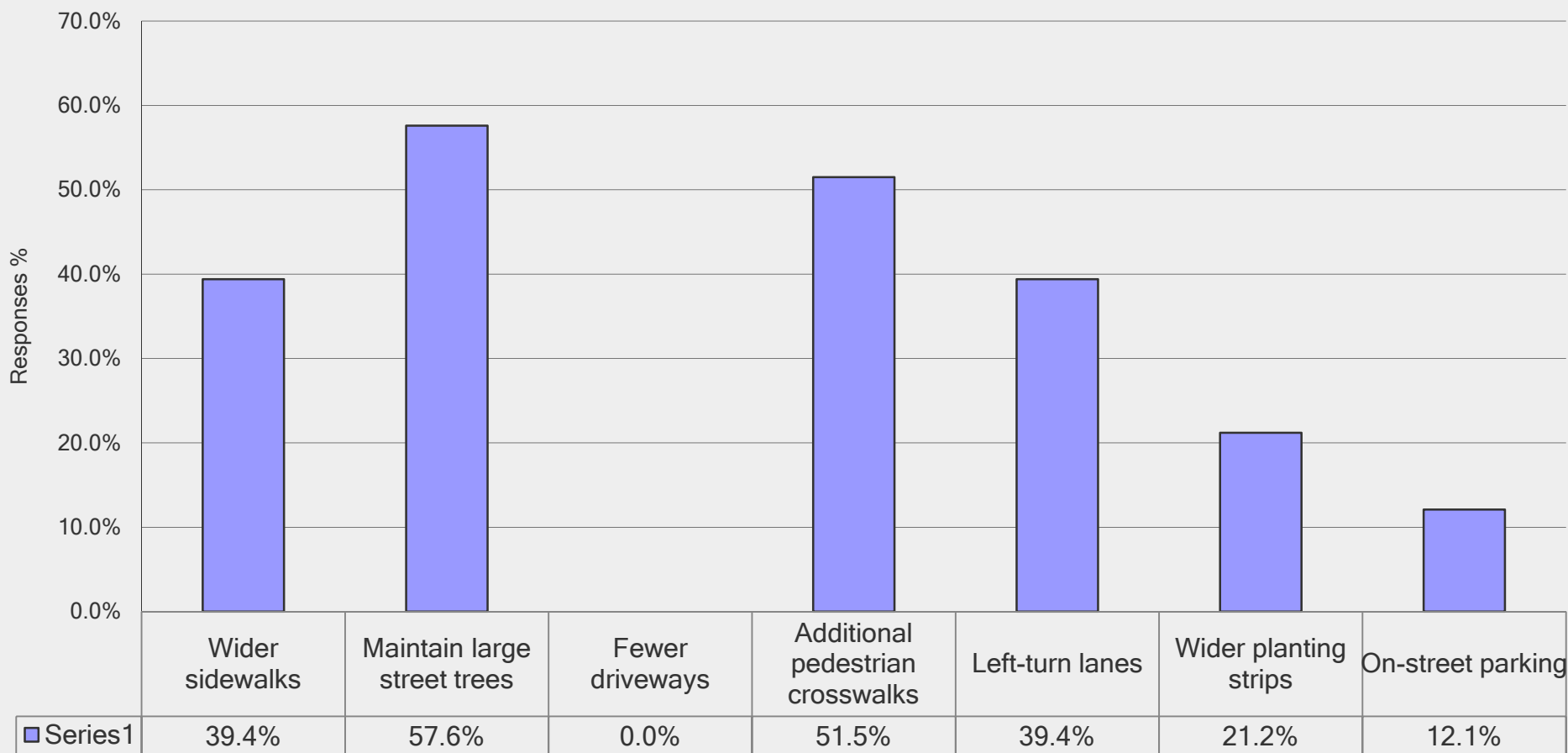
7. What transportation issues concern you the most about the area plan? (Check all that apply)





Survey Results

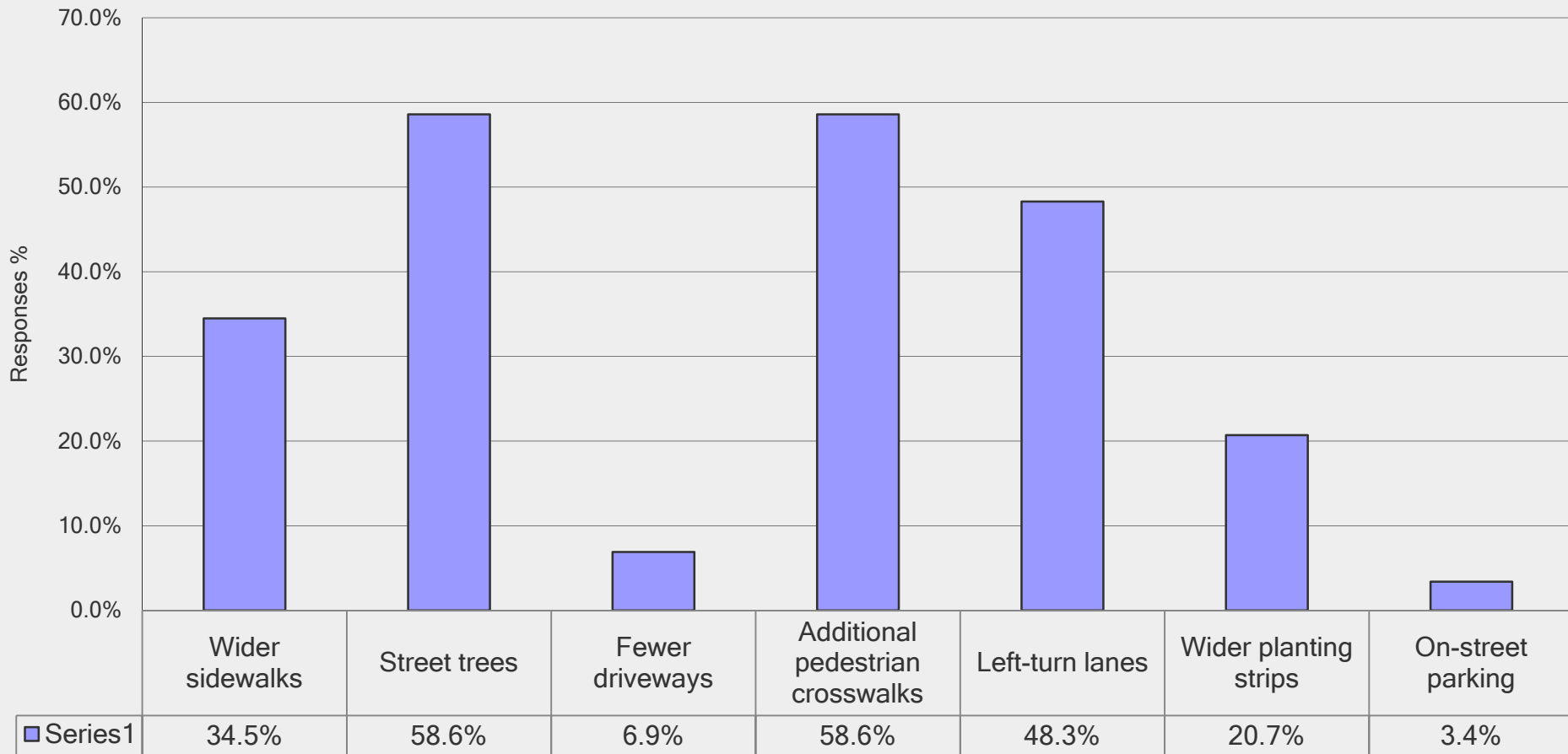
8. This question asks specifically about E. Morehead Street. What transportation and streetscape elements do you think should be incorporated on E. Morehead Street?





Survey Results

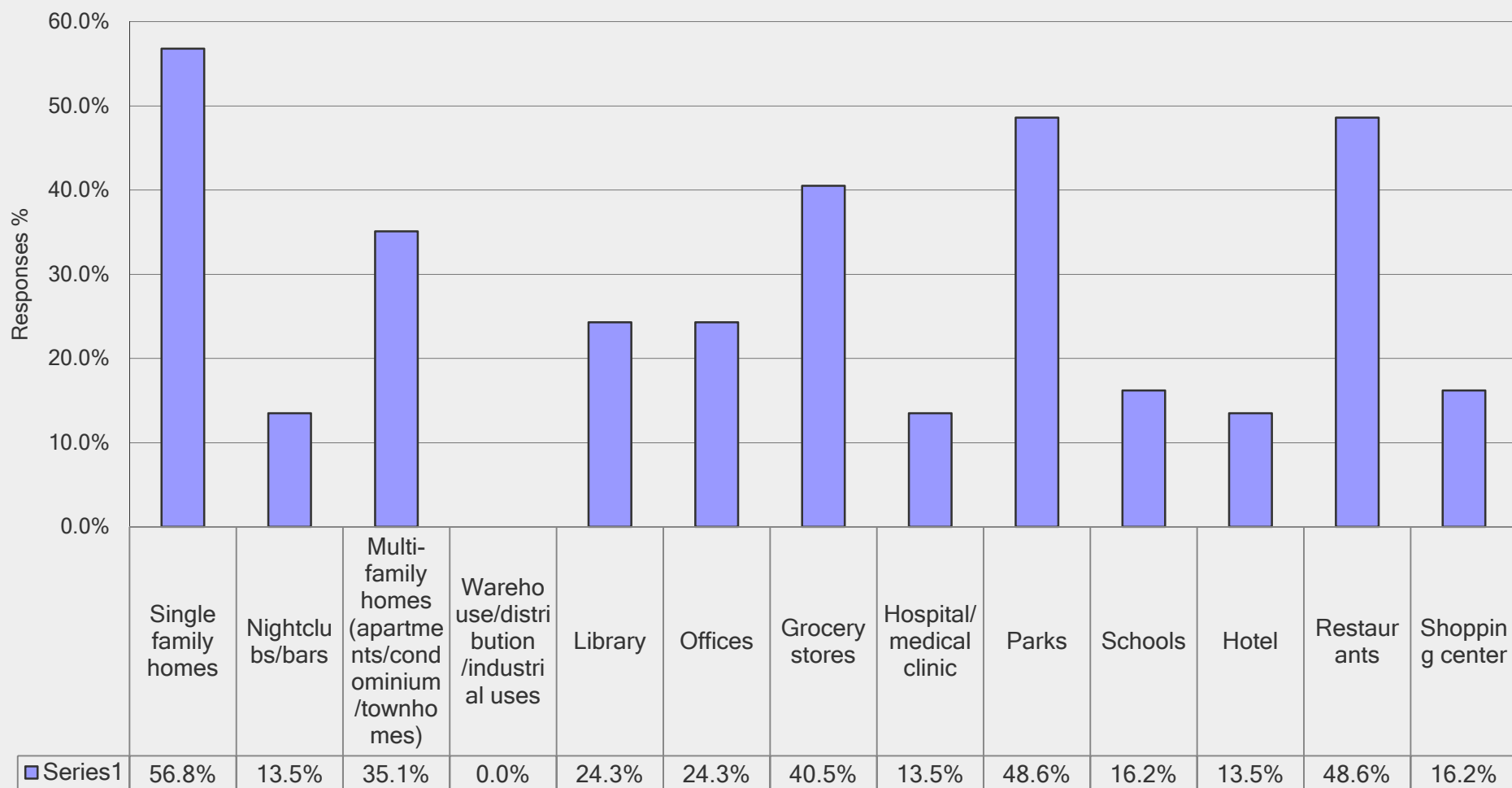
9. This question asks specifically about Kings Drive.
What transportation and streetscape
elements do you think should be incorporated on
Kings Drive?





Survey Results

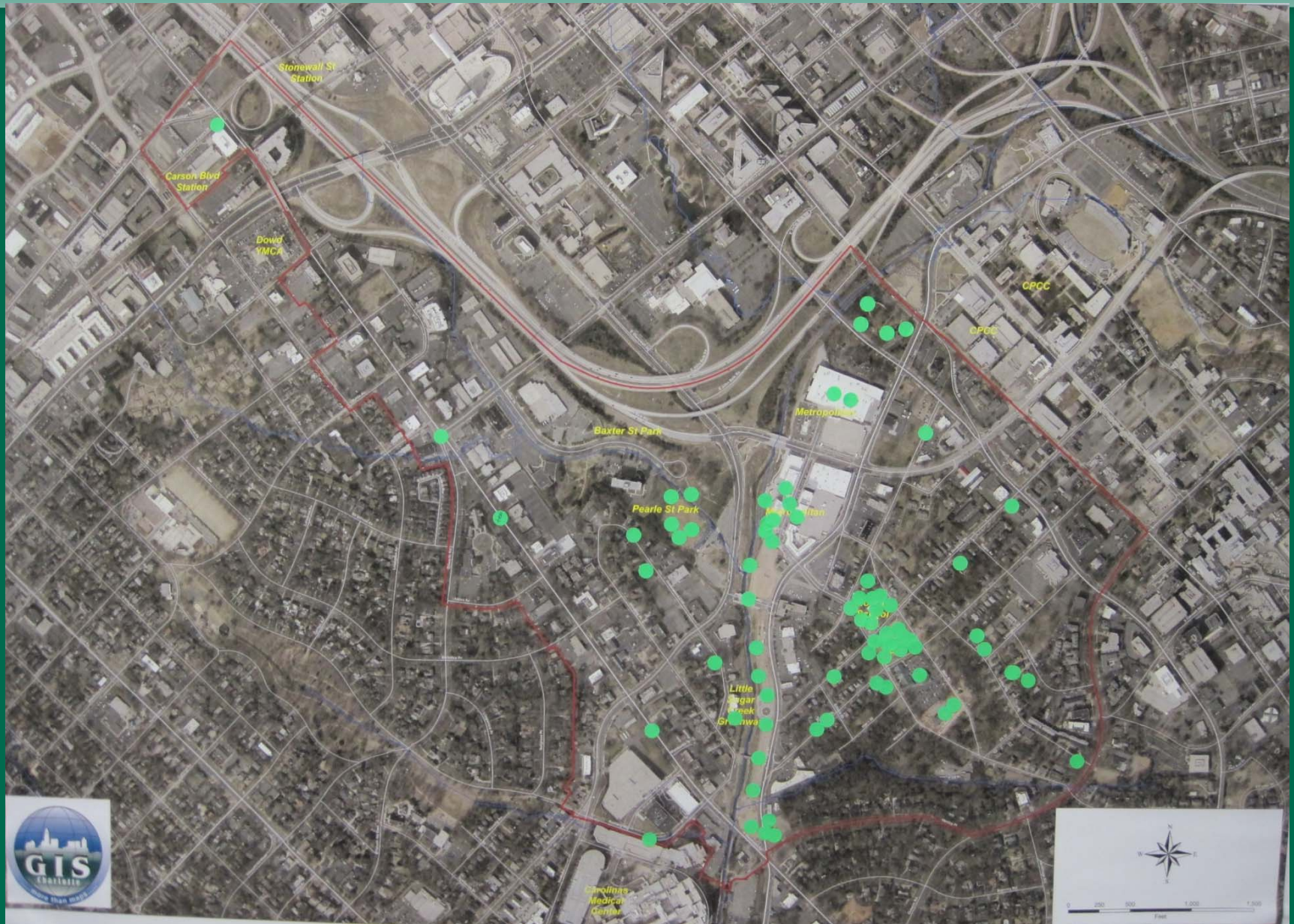
10. What types of land uses or services would you like to see more of in the area? (Check all that apply)





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Likes





Dislikes





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Greenway



Likes

- Greenway design, location, open space
- Bike trail along greenway
- New clock tower
- Thompson Park and Vietnam Memorial
- St. Mary's Chapel along Kings Dr.
- Pearl Street Park

Dislikes

- Aesthetics of greenway
- No access to Pearl Street Park from Greenwood Cliff area
- Ugly surface parking lot in Pearl Street Park
- Want bicycle education area at Pearl Park in place of parking
- Need more trees in open spaces along I-277
- Want right of way along I-277 to go more natural in landscaping



Likes

- Metropolitan areas overlooking greenway
- Restaurants at the Metropolitan
- Target Store
- Farmers Market
- Proximity to hospital

Dislikes

- Target: no more big box retail
- Blank walls of Target facade
- Architectural style of Metropolitan
- Lack of storefronts in Metropolitan facing Kings Drive
- Appearance of former Baxter Street right of way
- Pedestrian safety, Kenilworth/Stonewall/Charlottetowne/I-277 intersection
- Pedestrian safety, Morehead/Kings/Henley intersection
- Need traffic signal, Charlottetowne at Metropolitan
- Bojangles traffic makes Torrence at 3rd difficult



Dislikes

- I-277 and 3rd/4th Street weave
- 4th/Kings turn restrictions
- Kings Drive/Morehead dangerous
- Baldwin/3rd blind spot
- Torrence/3rd dangerous
- Left turn Kings to Baldwin dangerous
- Cherry/Charlottetowne dangerous
- Parking & traffic on Henley Place for Farmers Market
- Turn restrictions on Bromley force traffic onto Henley
- Pedestrian refuge causes blind spot left turn, Baldwin to Kings
- Sidewalk conditions, Cherry/3rd



Likes

- Morehead streetscape (setback, trees)
- Tree canopy along Morehead
- Businesses at Morehead and McDowell intersection
- Black modern office building on greenway
- View from Greenwood Cliff (of uptown and greenway)
- Greenwood Cliff streetscape (street curve and trees)
- Morehead Sq. Dr. convenient cut through to South Tryon

Dislikes

- Need wayfinding from Morehead bridge to South Blvd and I-277
- Continual expansion of CMC Hospital into neighborhood
- Pedestrian crossings at Morehead
- Morehead Inn land use
- Wall on street of new office building should have been a railing
- Need signal, Kenilworth at Greenwood Cliff
- Need left turn, Kenilworth to Pearl Park Way
- Pedestrian safety and appearance, Morehead at McDowell
- Driveway conflict, Realtor Bldg Kenilworth/Pearl Park Way



Likes

- Residential character of Cherry (Luther Street, etc.)
- Affordable housing in neighborhood
- Baldwin Street streetscape
- Torrence Street good location and streetscape
- Affordable multi-family along Luther Street
- Morgan School: area landmark
- Morgan Park: historic location and association with school
- History of neighborhood; need to educate citizens

Dislikes

- Senior housing building
- Color scheme of new senior housing building
- Condition of Cherry Street sidewalks south of Baxter Street
- Difficulty of left turn from Torrence Street to Kings Drive
- Age and condition of public housing within Cherry



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Vision Statement



Midtown



Morehead



Cherry
area plan

Vision Guidelines

- Community based strategic planning effort in which citizens and staff work together to identify the kind of community that people who live, work, play, and do business in the Midtown Morehead Cherry Area would like to see it become over the next 20 to 30 years.
- It will be used to set priorities for capital projects, direct city services, and guide decisions impacting the community.



- **Statement or list of characteristics.**
- **Creative but grounded in reality.**
- **Achievable.**



Dilworth

Dilworth is a unique urban location that must balance pressure for new development with conservation of the existing neighborhood. This will be achieved by:

- Protecting Dilworth's historical character;
- Conserving the existing housing stock;
- Encouraging a variety of housing types and a diversity of residents;
- Identifying opportunities for higher density housing at appropriate locations;
- Encouraging commercial revitalization at a scale appropriate to the neighborhood;
- Continuing to encourage projects containing an appropriate mixture of residential, office and commercial uses;
- Emphasizing a connected, community friendly and balanced transportation system that appropriately accommodates pedestrians, bicyclists and transit users while fostering neighborhood-friendly automobile speeds for motorists traveling to and through the Dilworth community;
- Improving access to parks and greenways; and
- Being sensitive to the natural environment.



Elizabeth

Elizabeth is a community that embraces its urban vitality, preserving its historic heritage and diversity of residents, businesses, and institutions.

The area is a finely-woven tapestry that delicately balances the buildings, open spaces, landscapes, and pedestrian scale.

Elizabeth will strive to accommodate area-contextual housing types for various income levels.

Well-conceived infill development, important to the ongoing vitality of the area, will be encouraged and balanced with neighborhood preservation.

There should be broad community participation in planning and development decisions that affect the fabric of the community.



Tyvola & Archdale Transit Station Area Plan

The Tyvola & Archdale plan area will become part of the series of vibrant, high density transit villages along the South Corridor. Within its boundaries, there will be three distinct areas:

- **Transit Station Area:** The core of the study area, encompassing both the Tyvola and Archdale transit stations, will transform into a pedestrian-oriented urban district. This district will include opportunities for living, working, and shopping.
- **General Corridor Area:** The area between the Transit Station Area and I-77 will include a range of uses appropriate for a Growth Corridor. Existing light industrial, warehouse, office, retail, and hotel uses will remain, especially in the areas close to the I-77 and Tyvola Road interchange. Over time, some of these uses closest to the transit station may redevelop as higher density mixed uses. Existing multi-family areas may remain or redevelop with higher density housing. The single family Montclair South neighborhood and the neighborhood around Silverleaf Road and Green Hill Drive will be preserved and protected from incompatible uses.
- **Wedge Neighborhood Area:** The lower density residential character of the existing Madison Park, Montclair, and Starmount neighborhoods will be maintained.



MMC “Draft”

The Plan Area is a diverse community of residents, businesses, and institutions located just south of Charlotte’s Center City. The area is united by the new Little Sugar Creek Greenway, _____.

This plan sets forth a vision for the three neighborhoods within the area, each moving forward with its unique focus:

- **Midtown** is _____. It seeks to be _____.
- **Morehead** is _____. It seeks to be _____.
- **Cherry** is _____. It seeks to be _____.



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Group Exercise



Midtown



Morehead



Cherry
area plan



Group Exercise

- Divide into neighborhood groups: 20 minute exercise.
- On sticky notes provided, write words or phrases that describe the desired future for your neighborhood and/or the larger area.
- Place note on the board in appropriate neighborhood group.
- With facilitator's help, group similar notes and fine tune a "manageable" list of desires for the larger area, own neighborhood, and other adjoining areas.
- Report back to larger group and compare notes.



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Wrap-up and Next Steps



Midtown



Morehead



Cherry
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Next Steps

- Fine tune Draft Vision
- Citizen Advisory Group Meeting 2
Tentative: February 10
Topic: Draft Vision Statement and Land Use



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Questions?



Midtown



Morehead



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Thank You!

[*www.charlotteplanning.org*](http://www.charlotteplanning.org)

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