



Citizen Advisory Group

Meeting 2

February 10, 2011

CHARMECK.ORG

Meeting Agenda

- 1. Background Information**
- 2. Vision Statement**
- 3. Vision Exercise Results**
- 4. Group Exercise**
- 5. Land Use Introduction**
- 6. Wrap-up and Next Steps**





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Background Information



Midtown

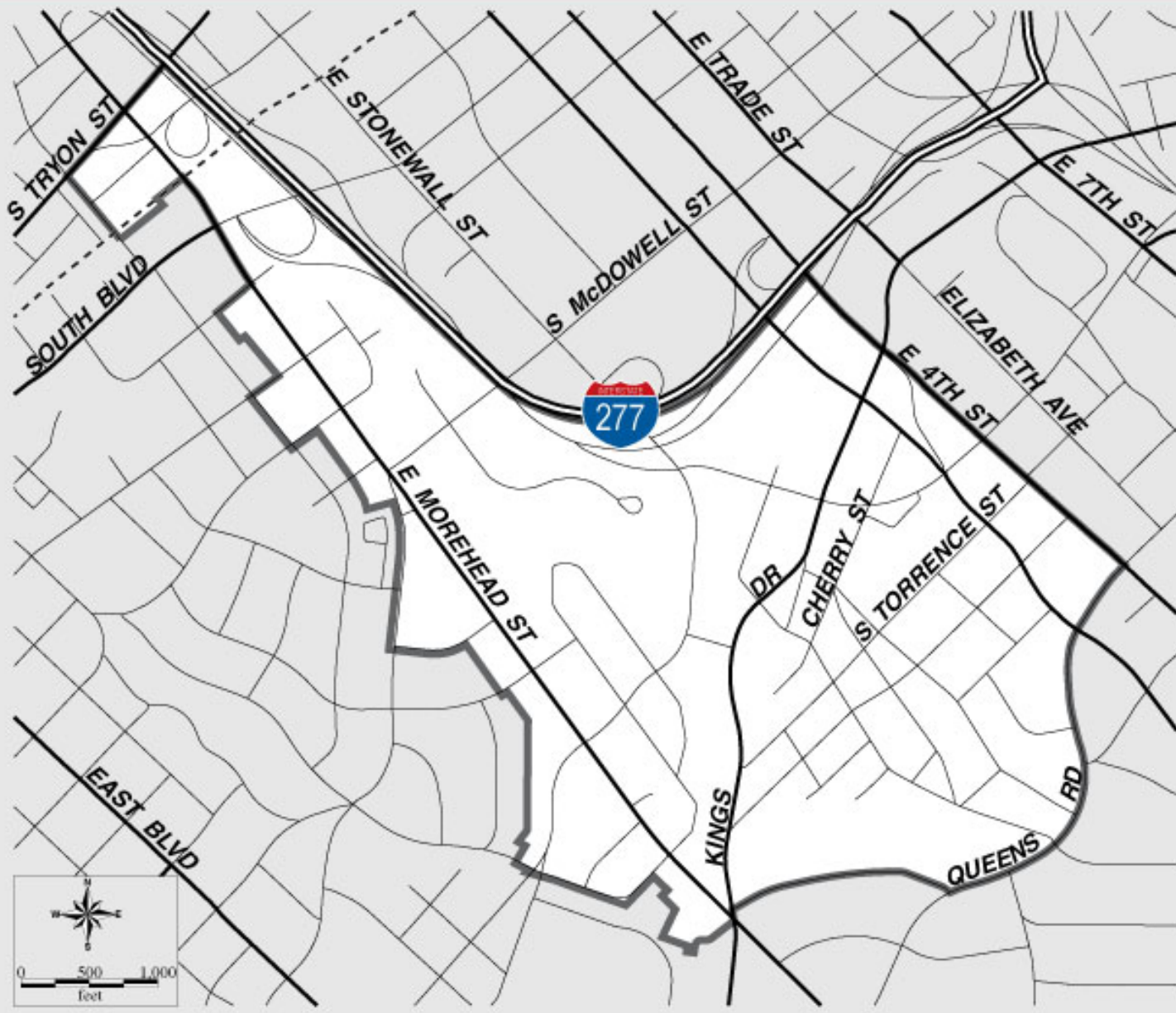


Morehead



Cherry
area plan

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



Likes





Dislikes





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Vision Statement



Midtown



Morehead



Cherry
area plan

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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Vision Statement: Exercise Results



Midtown



Morehead



Cherry
area plan



Last Meeting's 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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Cherry group

Things that unite us

Truth - model

big of communication - the new Little Sugar Creek Greenway does not unite.

diversity - history - preservation - love of urban life, amenities

FARMERS MARKET
unite all three because it is a market, it communicates its diversity, you know what to expect!

Government with us - communication - consistency - reliability - trust - (what we want)

Midtown destination

opportunity for PED usage

tree canopy

Preserving historic nature

Walking Communities

Community feeling

Preserving "residential" Cherry!

Thurs
Center Street
Bicycle Street
Neighborhood

Cherry seeks to be a safe, vibrant historical community

the name of the street is not dog (MORGAN SCHOOL) (at end of honey back)

Mountain parkway
Bridleway/avenue

Cherry is a historical community with broad range to diversity and culture.

History of the neighborhood (non-voting, advocate, don't change).

Neighborhood like "Neighborhood" - Family - safe - affordable - (change)

Future Model - a vibrant historic neighborhood - historic charm 1940s - make compromise, preserve

Cherry - historical character - preserve the historic (like school, church) - President at Charlotte - Road - income housing



MMC First Draft

The Midtown Morehead Cherry Area is a thriving and **diverse community** of residents, businesses, and institutions located just south of Uptown Charlotte. The area is united by the new Little Sugar Creek **Greenway**, which provides a common amenity and focal point for **continued evolution** as **walkable mixed use** communities surrounding and **interacting with Uptown**. The area is composed of three neighborhoods, each with distinct character and aspirations.

- **Midtown** has emerged as an urbanized district drawing energy from Uptown, Elizabeth Avenue, and nearby hospital and community college campuses. It seeks to **evolve** as a pedestrian-oriented **destination** where people live, work, play, and shop, serving as a community gathering place for Cherry, Dilworth, and Elizabeth neighborhoods and the larger city, tying together the **greenway**, **farmers market** and **natural features**, while preserving a **respectful transition** to the Cherry neighborhood.
- **Morehead** is an office and business extension of the Dilworth community. It has distinctive wide setbacks and dense **mature tree canopy** along East Morehead Street. It seeks to become more **pedestrian friendly** and evolve into a mixed use district, while still **preserving its character** and sensitivity to the scale of the Dilworth neighborhood.
- **Cherry** began in the late 19th Century on the outskirts of Charlotte, and became one of the City's earliest African American neighborhoods. As it **increases in cultural diversity**, it seeks to **preserve its history and form**, to stabilize its existing single-family housing stock, and to provide continuing **affordable housing opportunities**. It also seeks to retain its **close-knit community** spirit, to enhance its **pedestrian** network and **tree lined** streets, and to protect its fragile edge from intrusion of higher density uses incompatible with its **residential character**.



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Things that unite us

Maintain pedestrian friendly focus

Pedestrian friendly

Factors that make a place pedestrian friendly: Activity level, Safe passage, inviting nature, signage/wayfinding, lighting, good sidewalks, planting strips

Multi-modal

MULTI-MODAL

We link other areas of Charlotte to the Center City: Issues of cut through traffic and major arteries

LINK FROM CENTER CITY TO OTHER AREAS

Potential for new construction

DEVELOPMENT POTENTIAL

Seamless transition

SEAMLESS TRANSITION

Relationship between land uses considered

Variety of architecture is maintained

ARCHITECTURAL VARIETY

Farmers Market unites all three because it is consistent, it communicates, its diverse, you learn what to expect

FARMERS MARKET UNITES

Government work on Communication, Consistency, Reliability, Trust (what we want)

GOVERNMENT COMMUNICATION AND TRUST

Because of communication, the new Little Sugar Creek Greenway does NOT unite

Maintain appreciation of nature. Adds nature where it does not exist

NATURE

Green: infusion of natural foliage

Diversity, History, Preservation, Love of Urban life, amenities

DIVERSITY, URBAN AMENITIES

Resource Rich



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- **Midtown ...**
- **Morehead ...**
- **Cherry ...**



Midtown & Morehead

MIDTOWN	
Destination	DESTINATION
Make positive change in character moving forward	PRESERVE AND IMPROVE CHARACTER
Pedestrian connection to greenway needed integrated (greenway & other side)	BETTER GREENWAY CONNECTIONS
Kenilworth is a divider for people & landscape	
MOREHEAD	
Opportunity for PED scape	PEDSCAPE OPPORTUNITY
Pedestrian crossings along Morehead	
Preserve historic appearance	PRESERVE HISTORIC APPEARANCE
Preserve trees and canopy	TREE CANOPY
Trees	
Tree Canopy	



Midtown

The Midtown Morehead Cherry Area ...

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- **Morehead ...**
- **Cherry ...**



Morehead

The Midtown Morehead Cherry Area ...

- **Midtown ...**
- **Morehead** is an office and business extension of the Dilworth community. It has distinctive wide setbacks and dense **mature tree canopy** along East Morehead Street. It seeks to become more **pedestrian friendly** and evolve into a mixed use district, while still **preserving its character** and sensitivity to the scale of the Dilworth neighborhood.
- **Cherry ...**



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Cherry

Cherry seeks to be a safe, close knit historical community

SAFE, CLOSE KNIT COMMUNITY

Cherry is a historical community with broad range of diversity and culture

Cherry: Historical character, Amenities are accessible (park, school, churches), Residential character mixed-income housing

HISTORIC CHARACTER

Preserving historic nature

History of the neighborhood (maintain, educate, don't change)

The name of the school shouldn't change (Morgan School) We need our history back

Resources, business, events that encourage a mixing and elbow rubbing of all types of people in an informal casual setting

DIVERSITY OF CULTURE

Community feeling

Preserving residential Cherry

PRESERVE RESIDENTIAL CHARACTER

Walking communities

PEDESTRIAN FRIENDLY

Maintain pedestrian friendliness, enhance

Walkability of the neighborhood, Diversity of the neighborhood, Family setting, Safe & affordable housing

AFFORDABLE HOUSING

Greenway issues: Parking? Pedestrian flow? Impact on neighborhoods

Trees, Limited traffic, Means quiet neighborhood

TREES, LIMITED TRAFFIC

Farmers Market: Unites diversity, Provides activity interchange, historic since 1940's, Needs improvements & permanance



Cherry

The Midtown Morehead Cherry Area ...

- **Midtown ...**
- **Morehead ...**
- **Cherry** began in the late 19th Century on the outskirts of Charlotte, and became one of the City's earliest African American neighborhoods. As it **increases in cultural diversity**, it seeks to **preserve its history and form**, to stabilize its existing single-family housing stock, and to provide continuing **affordable housing opportunities**. It also seeks to retain its **close-knit community** spirit, to enhance its **pedestrian** network and **tree lined** streets, and to protect its fragile edge from intrusion of higher density uses incompatible with its **residential character**.



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Midt	Moreh	Cherry	
			OPPORTUNITIES
x	x	x	Proximity to Center City
x	x	x	Interstate Highway Access
x	x	x	Transit Access Opportunities
x	x	x	Existing Office and Retail Uses
		x	Established Single Family: reinvestment
x	x	x	Diverse existing multi-family opportunities
x	x	x	Good street grid system
x	x	x	Greenway and other park facilities
x	x	x	Churches, school, and institutional facilities (incl Hospital & CPCC)
x	x	x	Farmers Market
	x	x	Tree Canopy



Constraints

Midt Moreh Cherry

CONSTRAINTS

x	x	x	Traffic congestion & turn restrictions
x			Blank walls and lack of storefronts on key streets
x	x		Difficult pedestrian crossings
	x	x	Lack of pedestrian amenities and appearance at some locations
	x		Street network discontinuity in key locations
	x	x	Encroachment of large uses on neighborhoods
		x	Age and condition of some properties in area



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Group Exercise



Midtown



Morehead



Cherry
area plan



This Meeting's Exercise

- Divide into neighborhood groups: 20 minute exercise.
- With facilitator's help, review the draft vision statement for the overall area, for your neighborhood, and for the other neighborhoods. Mark up as desired.
- Review Opportunities and Constraints, and mark up as desired.
- Report back to larger group and compare notes.



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Land Use



Midtown



Morehead



Cherry
area plan

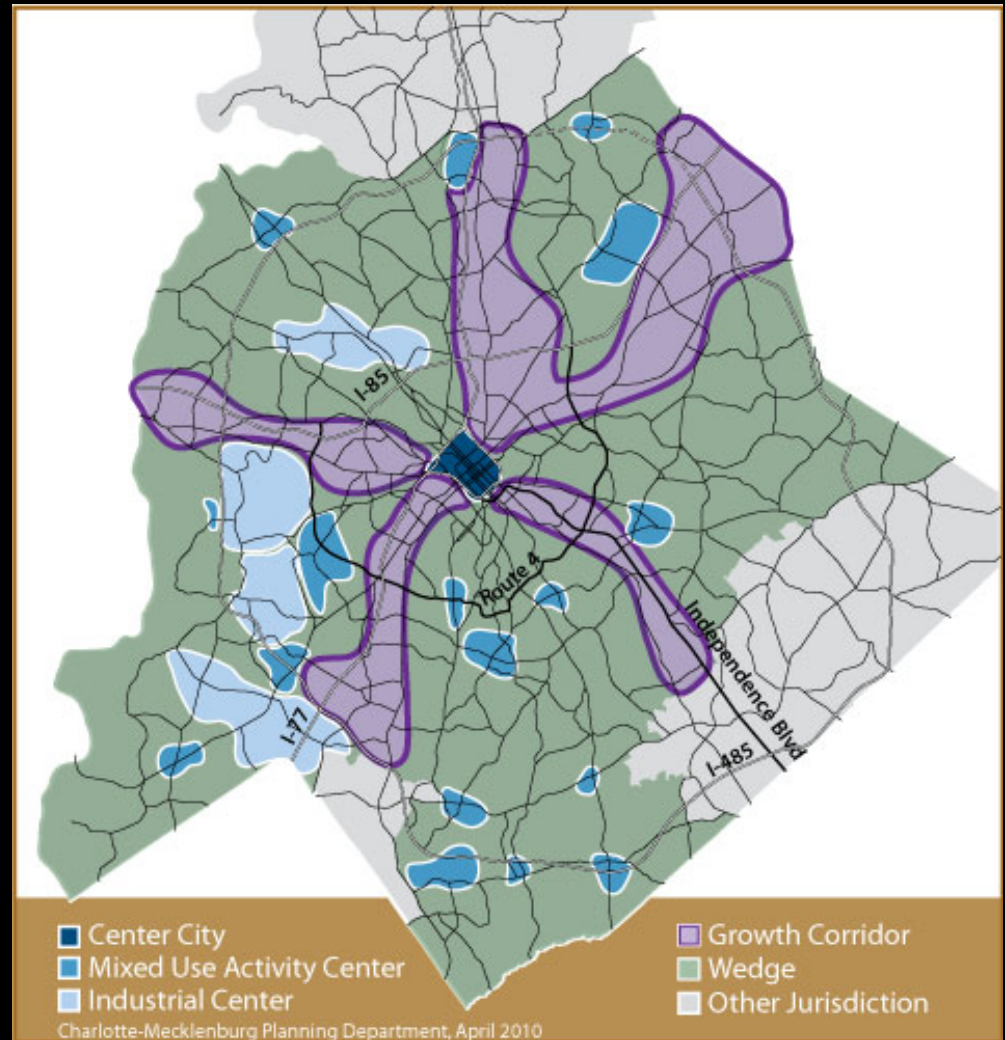


Growth Framework

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.

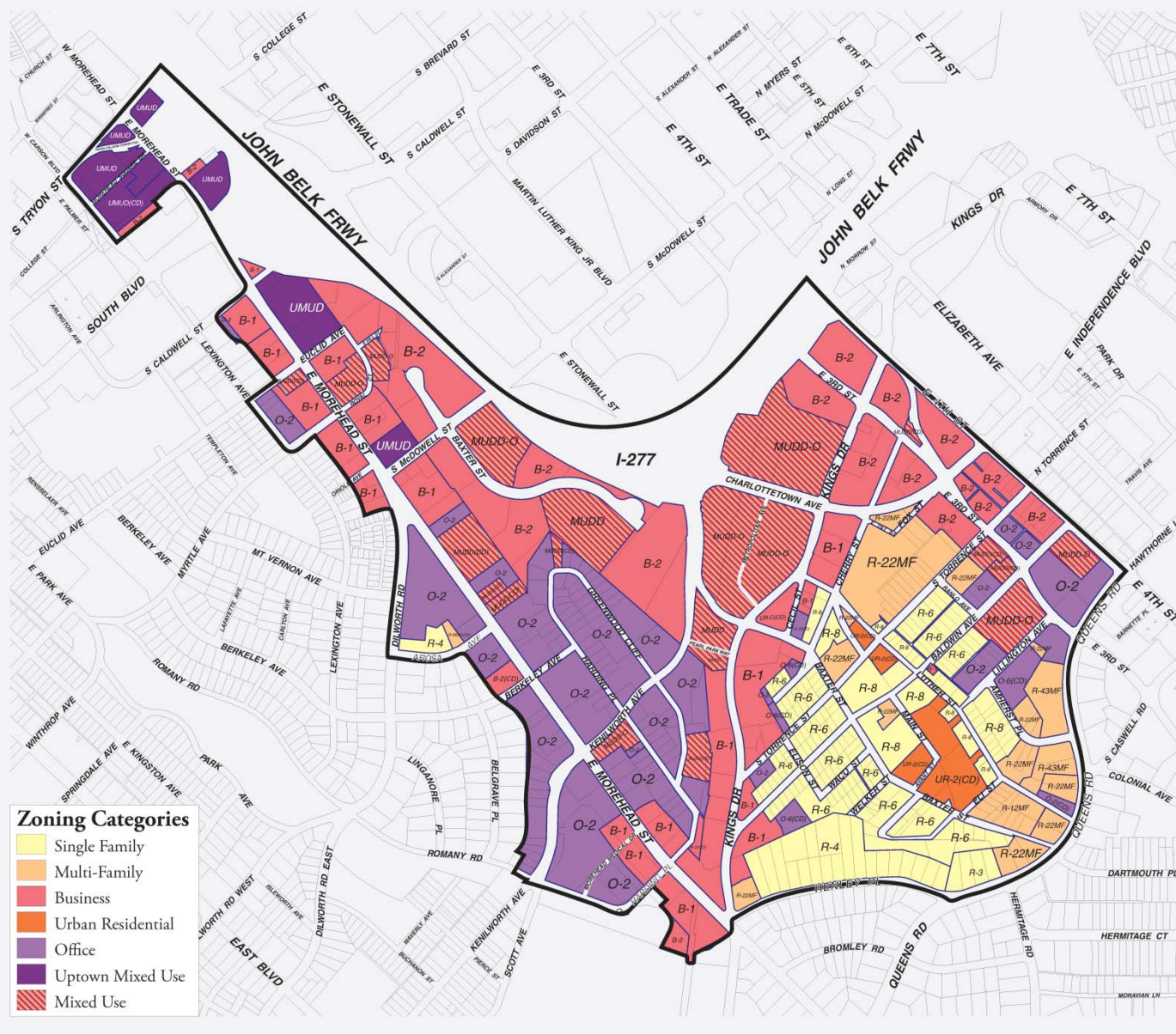
Wedges are predominantly low density residential with limited higher density housing and neighborhood serving commercial uses.



Midtown Morehead Cherry Area Plan



Midtown Morehead Cherry Area Plan



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

Existing Zoning Designations

Midtown Morehead Cherry Area Plan



Midtown Morehead Cherry Area Plan





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Wrap-up and Next Steps



Midtown



Morehead



Cherry
area plan

- Continue review of Vision Statement & Land Use issues
- Citizen Advisory Group Meeting 3
Tentative: March 3, Pleasant Hill Baptist Church
Topic: Market Study
Economic Consultant Todd Noell



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Questions?



Midtown



Morehead



Cherry
area plan



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Thank You!

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

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