



Agenda

Citizen Advisory Group Meeting 3

Thursday, March 3, 2011, 6 pm

Pleasant Hill Baptist Church, 517 Baldwin Avenue

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1. Background Review
 2. Vision Statement Follow-up
 3. **Economics / Market Study: Todd Noell**
 4. Land Use Introduction
 5. Wrap-up and Next Steps

REVISED Tentative CAG Meeting Schedule (3 week increments)

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|---------------|------------------------------------|
| ✓ Thu, Jan 20 | Vision |
| ✓ Thu, Feb 10 | Vision & Land Use |
| ✓ Thu, Mar 3 | ECONOMICS/MARKET STUDY |
| o Thu, Mar 24 | Transportation |
| o Thu, Apr 14 | Land Use |
| o Thu, May 5 | Community Design |
| o Thu, May 26 | Parks, Environment, Infrastructure |

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Midtown Morehead Cherry Area Plan

Draft Vision Statement

as of March 3, 2011

to be revisited later in plan process

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

- **Midtown** is emerging 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 **gathering place for surrounding neighborhoods** and the larger city where people live, work, play, and shop, building upon the **greenway, farmers market and natural features**, while establishing a **respectful transition** to the Cherry neighborhood.
- **Morehead** was a primary residential street of historic Dilworth which has become an office and mixed use element of the community. It has distinctive wide setbacks and dense **mature tree canopy** along East Morehead Street which should be maintained. It seeks to become more **pedestrian friendly** and strengthen its mix of uses, while still **preserving its historic 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 character**,
 - stabilize its existing single-family housing,
 - continue to provide viable **affordable housing opportunities**,
 - retain its **close-knit community** spirit,
 - enhance its **pedestrian** network and **tree lined** streets, and
 - protect its fragile edge from intrusion of higher density uses incompatible with its **residential character and scale**.