



# Prosperity Hucks Area Plan Activity Center Workshop Summary

# Agenda:

1. **Summary Review**  
(30 min.)
2. **One-on-One Review & Comment**  
(60 min.)

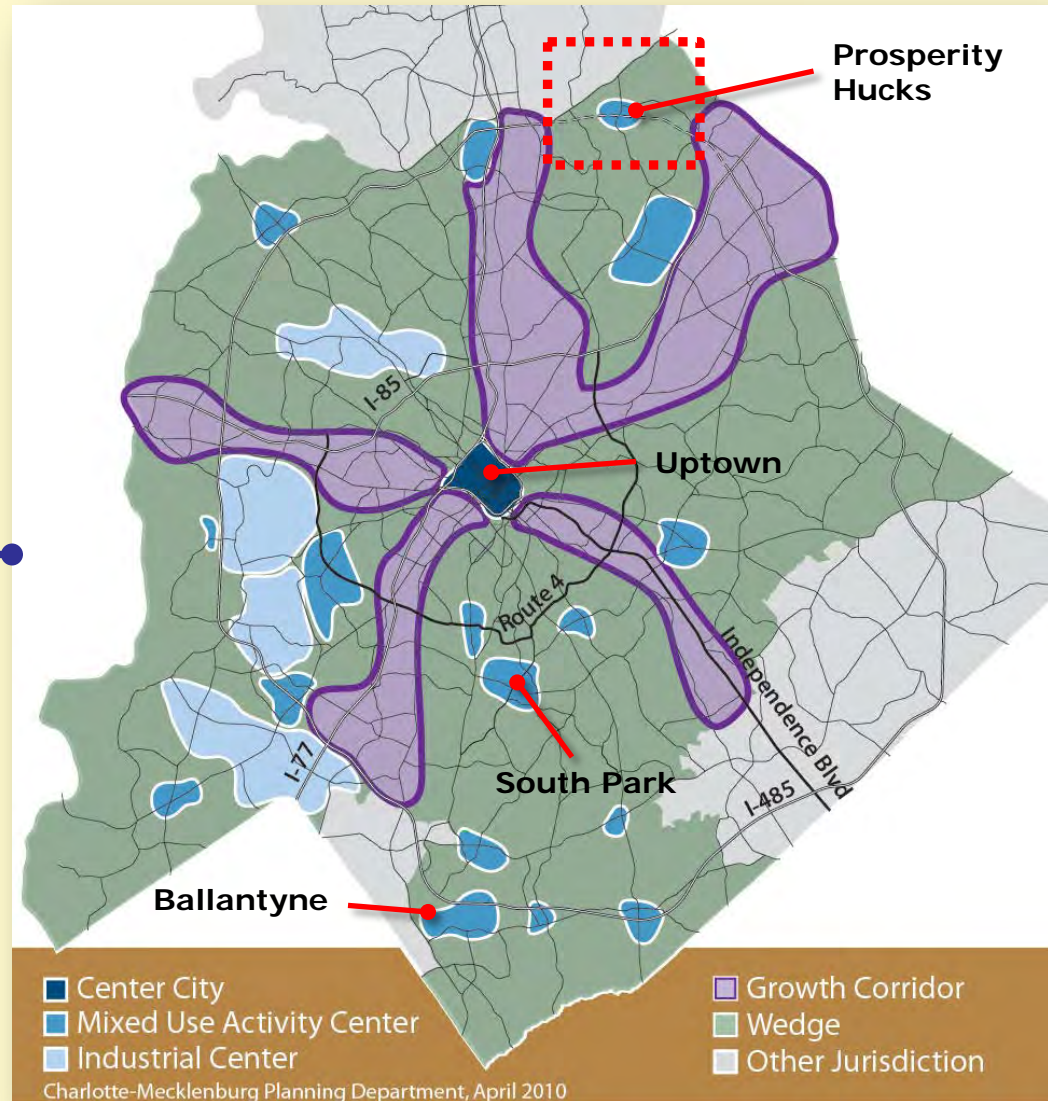
## Centers, Corridors & Wedges Growth Framework

## General Development Policies Guidance on Community Design

## Area Plans Parcel specific Future Land Use

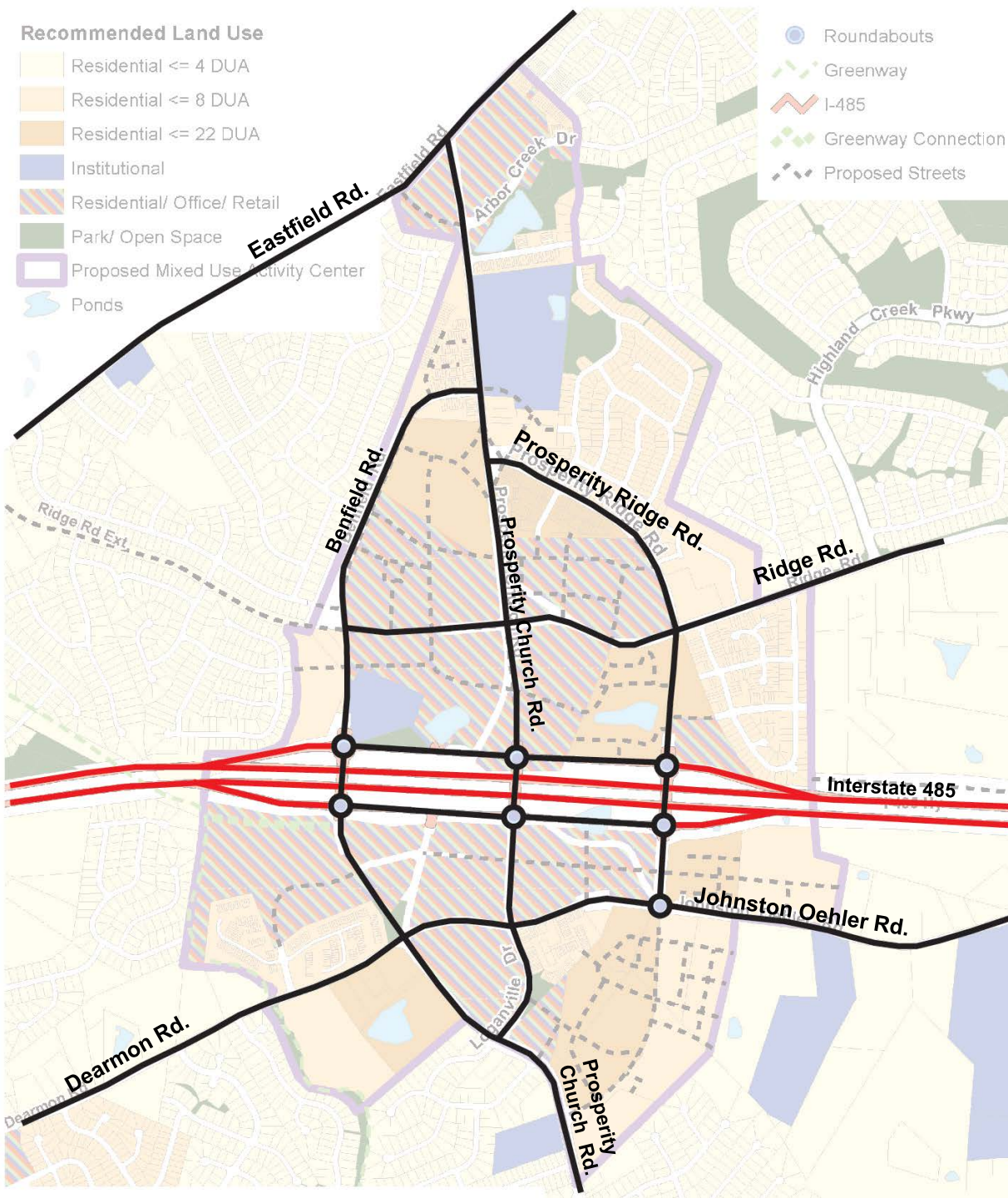
### Mixed Use Activity Centers:

- Focal point of community activity (live-work-play)
- Mix of use (retail-housing-office-civic)
- Cohesive pedestrian-oriented core
- Surrounded by lower density residential





# Transportation Plan

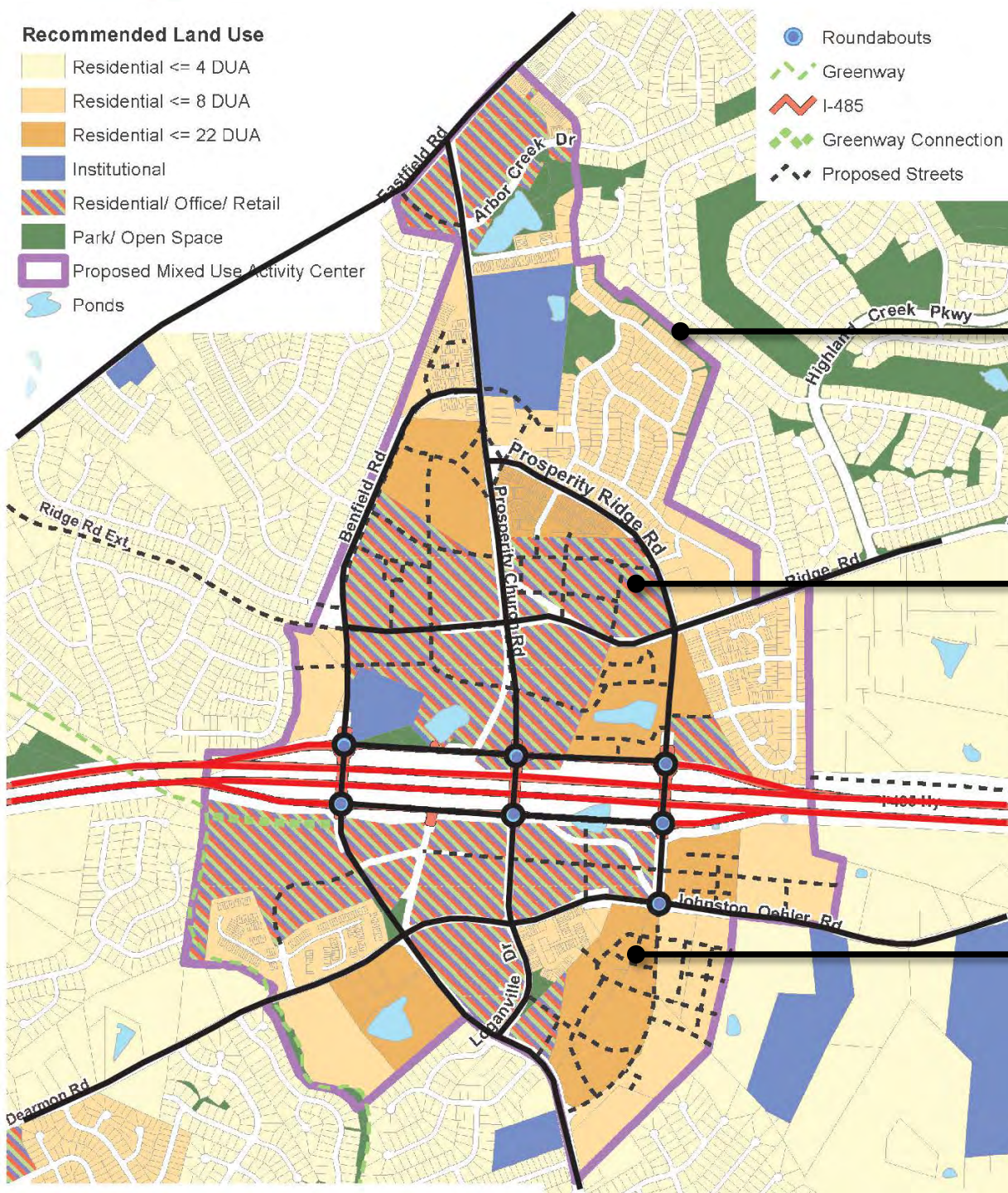


## Transportation Projects (under construction)

- I-485 Interchange
- Benfield Road
- Prosperity Ridge Road
- Ridge Road
- Johnston Oehler Road

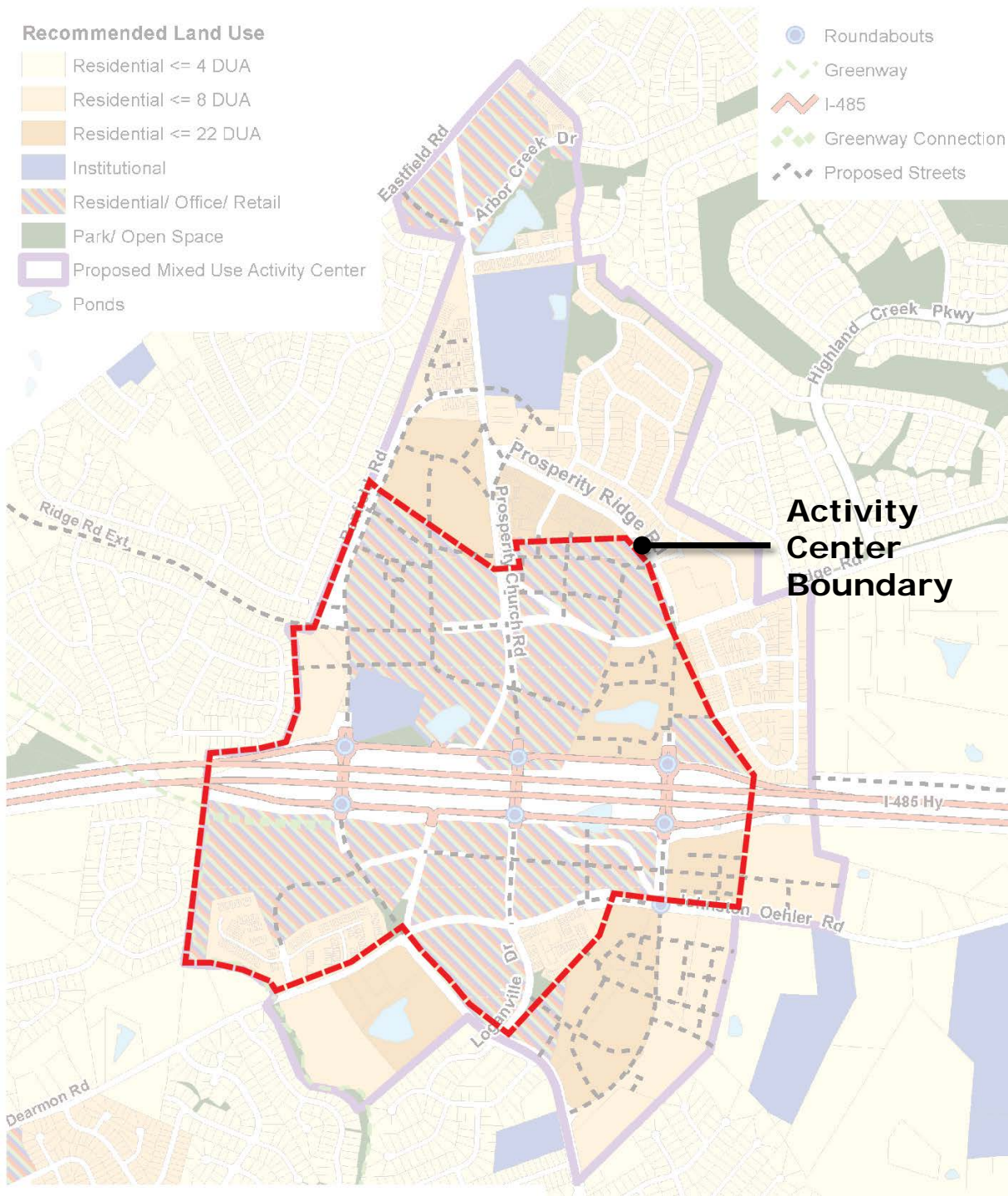


# Draft Plan: Highlights





# Draft Plan: Refinements



## 1. Refocus on Interchange

- Smaller area
- Tied to new roads

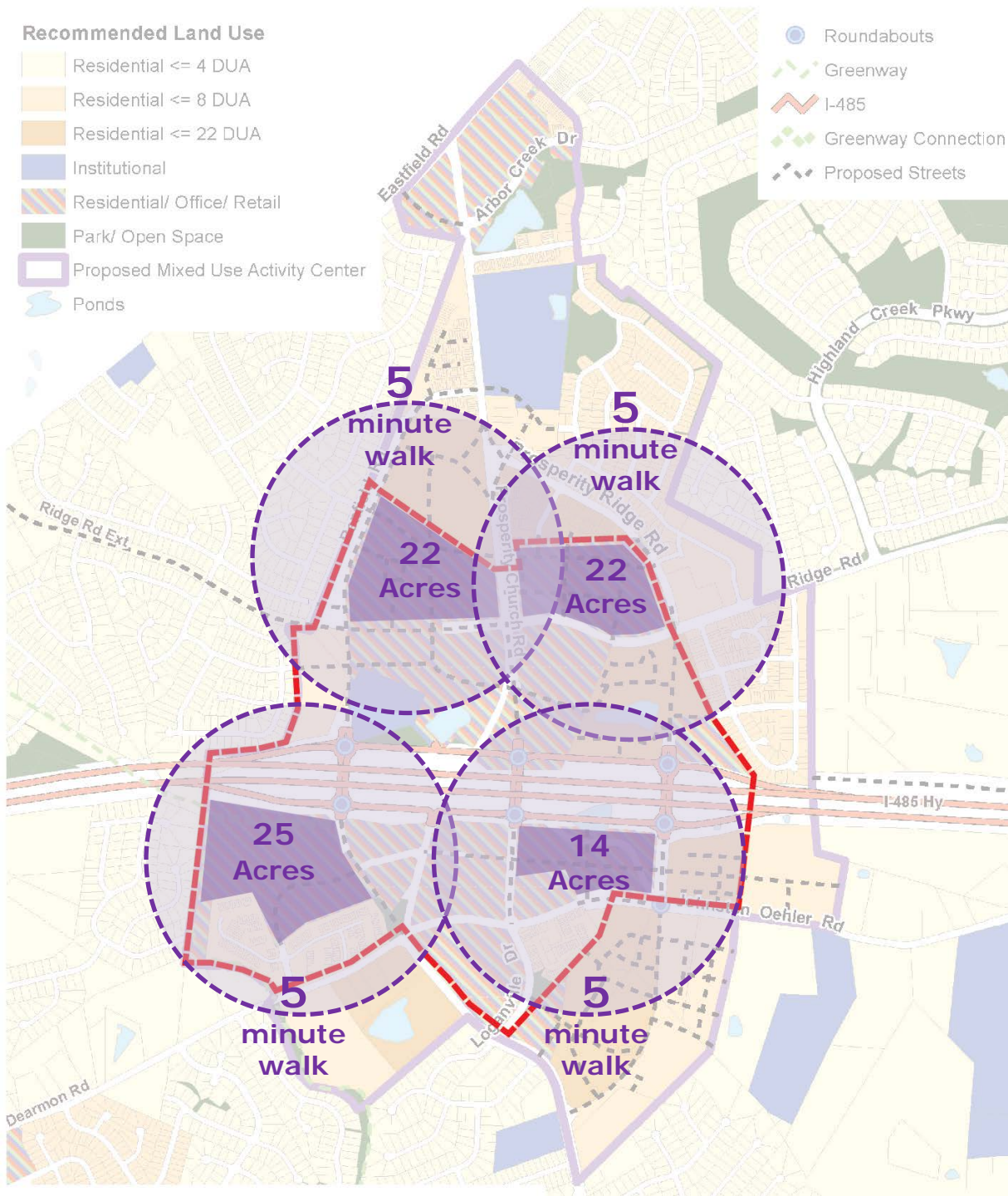
## 2. What's Outside the Center

- Single family homes
- Townhomes in select locations
- Institutional

## 3. What's Inside the Center

- Retail, office, institutional
- Parks & Open Space
- Apartments & townhomes (limited to select locations, with integrated design, community amenities, designed to support vibrant & walkable retail)

# Draft Plan: Refinements



## Where is the “Town Center”?

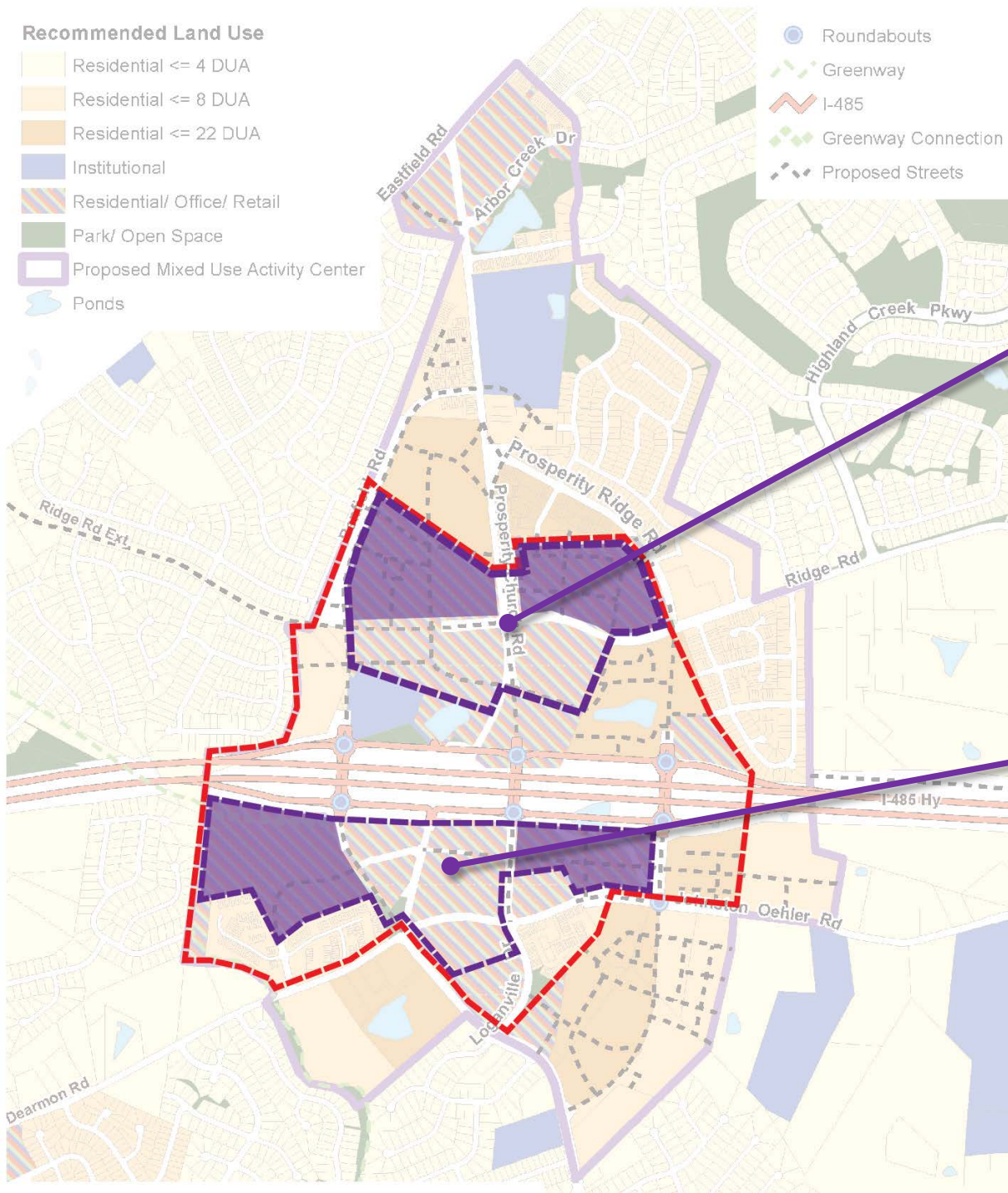
- Walkable, pedestrian-oriented
- Community gathering spaces
- Retail/restaurants
- Office
- Residential
- Institutional

## Comparable:

- Birkdale Village  
**48 acres**
- Phillips Place  
**35 acres**
- Downtown Davidson  
**35 acres**



# Draft Plan: Refinements



## "Core Areas"

### North

- the **heart** of the Activity Center
- variety of uses, emphasis on **retail**.
- will **establish** a sense of place for the community & provide spaces for gathering.

### South

- A **core part** of the Activity Center
- variety of uses, emphasis on **employment**.
- will **strengthen** a sense of place for the community & promote walking



# Your Input from Work Sessions

## What are the design characteristics we want to establish?



- Tie together both sides of Prosperity Church Rd with same look/feel
- Main center gathering area
- Safe walking and biking areas
- Lush landscaping
- Environmentally friendly
- Upscale/high-quality
- Setbacks
- No multi-family in core area
- Reflecting pool, walkways, water fountain, play area

# Your Input from Work Sessions

**What is the type and form of retail/office/commercial we want?**



- Nice restaurant, upscale stores, library, movie theater, daycare, water/pond
- Apartments or office over retail
- No apartments – limit condos or townhouse
- No big boxes, malls or drive thru uses
- Integrated, cohesive architectural aesthetics
- Minimal surface parking lots
- 2-4 stories
- Dense



# Your Input from Work Sessions

## **Where is the place for multi-family?** (apartment, townhome)



- Surrounding center
- Not in core area
- 4-5 stories in the center with mixed use on ground
- Very little! Restrict high density housing
- Over retail only – on the north side over restaurants and shops
- Southwest quadrant
- Occupant owned, small scale
- Not segregated from commercial

# Your Input from Work Sessions

## What is the type and function of open space we want?



- Green areas/gazebo/bandstand/stage
- Small open spaces
- Trees
- Areas with benches
- Central park, community space, large recreational area
- Open area in front of restaurants and shops
- Evening walk, relaxation, dining, fun, entertainment, amphitheater



# Your Input from Work Sessions

## Kit of Parts: Land Use & Design



**Mixed Use**  
**Residential over Commercial**



**Open Space**  
**Central Community Park**



**Residential**  
**Apartment, street edge**



**Residential**  
**Townhome**



**Office**  
**Medium Office (2-4 story)**



**Retail**  
**Multi-tenant at street edge**



# Your Input from Work Sessions

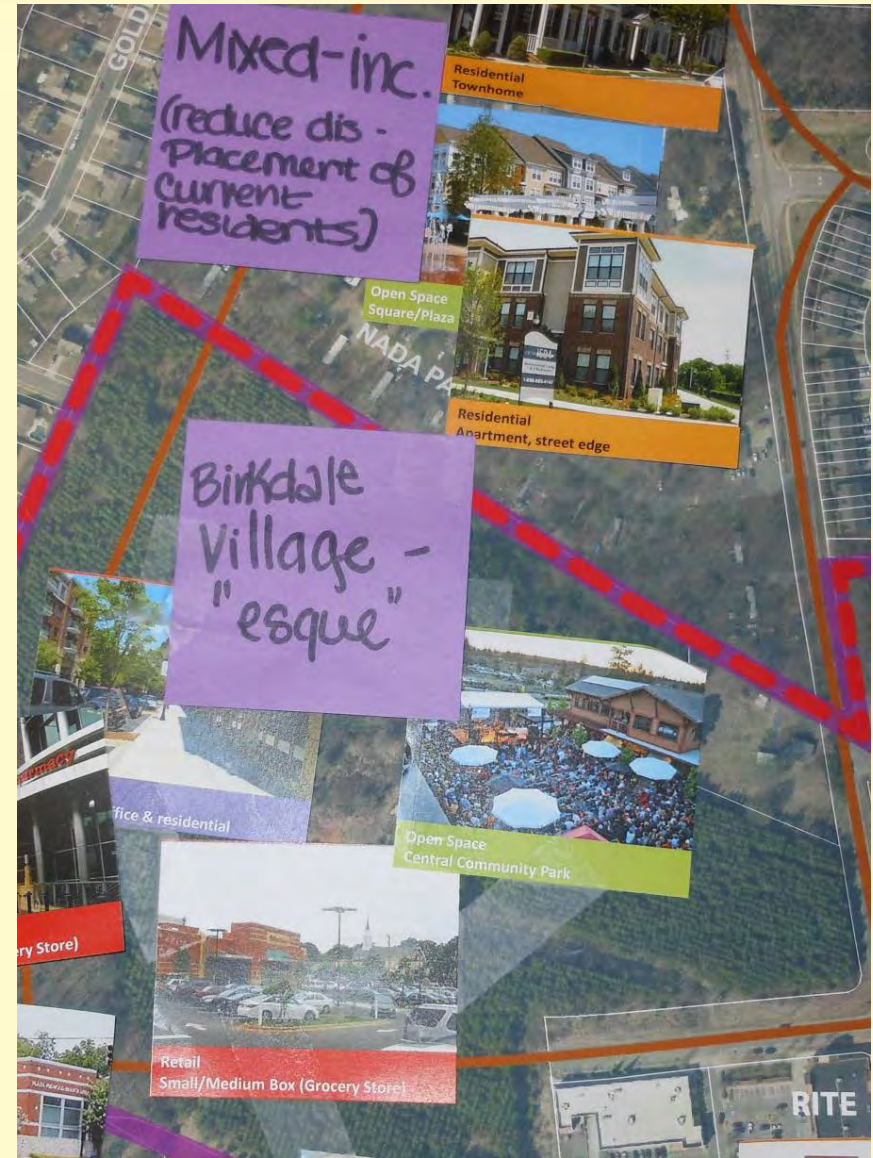
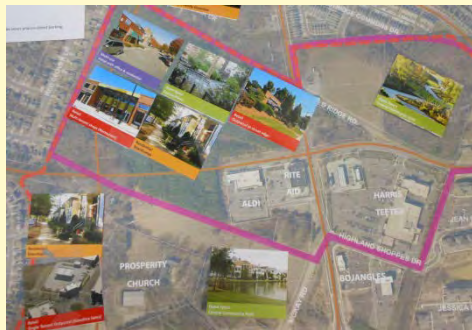


**14 Teams... 70+ participants**





# Your Input from Work Sessions



- 1. Retail** Street oriented, restaurants, small shops, “main street” feel, unified appearance
- 2. Open Space** Community gathering spaces, events, activities, small greens, lakes
- 3. Mixed Use** Office and residential above retail, mixed use buildings (vertically integrated)
- 4. Office** Focused on the south near I-485, multi story, with supporting hotel & retail uses
- 5. Institutional** Find a place for a library, other civic uses such as daycare, etc.
- 6. Residential** Multifamily apartments - None, limited, or outside the core



# Small Group Plans: Key Themes & Priorities

## Considerations:

**1. Retail** - Creates desired vibrant, walkable places but...

**Without a mix of use, center could develop with an oversupply of retail**

**2. Open Space** - Key part of civic identity but...

**Requires coordination & partnerships (County, stormwater, developers, etc.)**

**3. Mixed Use** - Provides a concentrated mix of use but...

**Limited market, does not work economically everywhere**

**4. Office** - Supports retail (restaurants, services) but...

**Focused on access and visibility to I-485**

**5. Institutional** – Provide civic identity but...

**Requires coordination & partnerships (identify timing & funding)**

**6. Residential** – Supports desired retail and activity but...

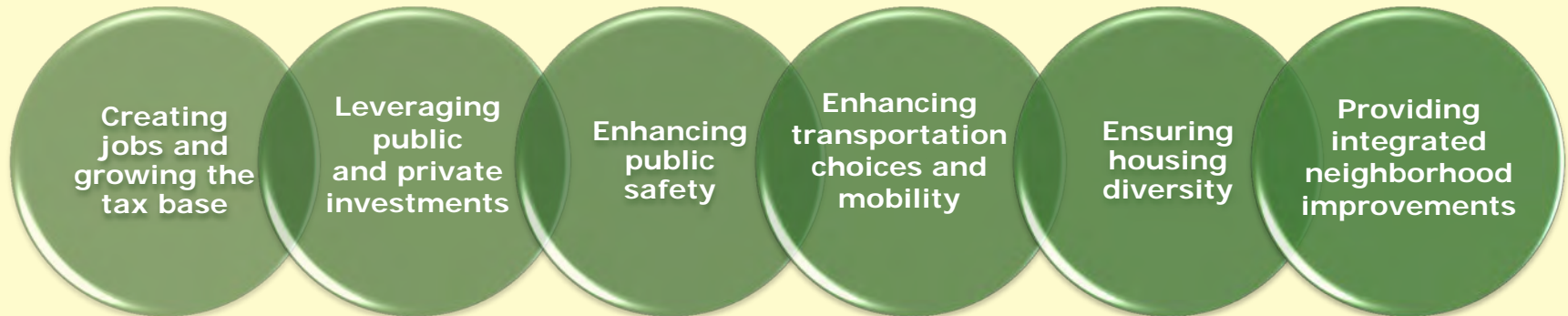
**Potential impact of poor design or oversupply**



# Comprehensive Neighborhood Improvement Program (CNIP)

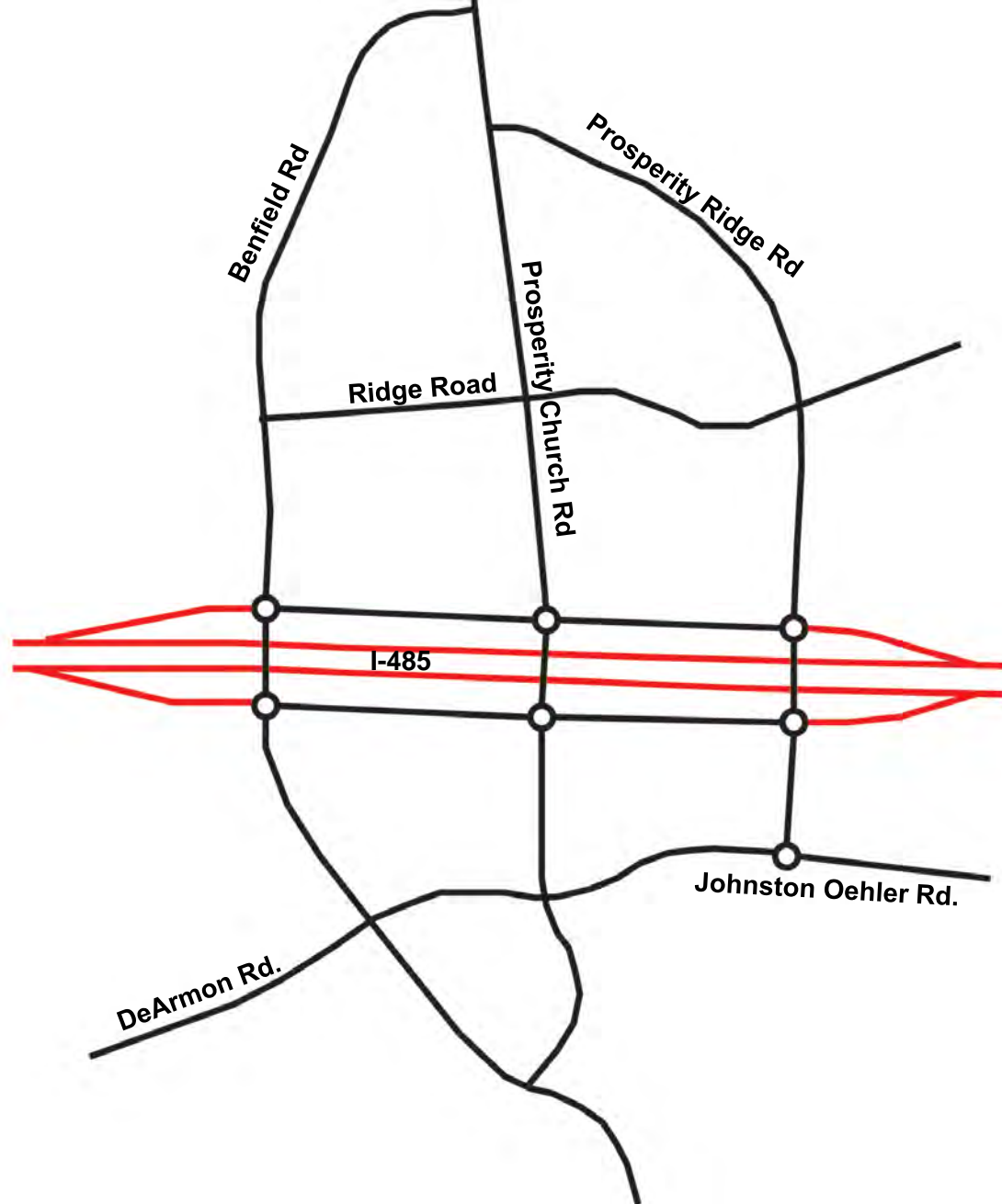
CNIP is part of the City-wide Community Investment Plan to leverage both public and private sector investments for areas in need of revitalization and areas experiencing high growth.

- Prosperity Hucks has a budget of **\$30 million** for infrastructure needs (streets, sidewalks, open space, public facilities).
- A public process to target specific projects will begin soon.

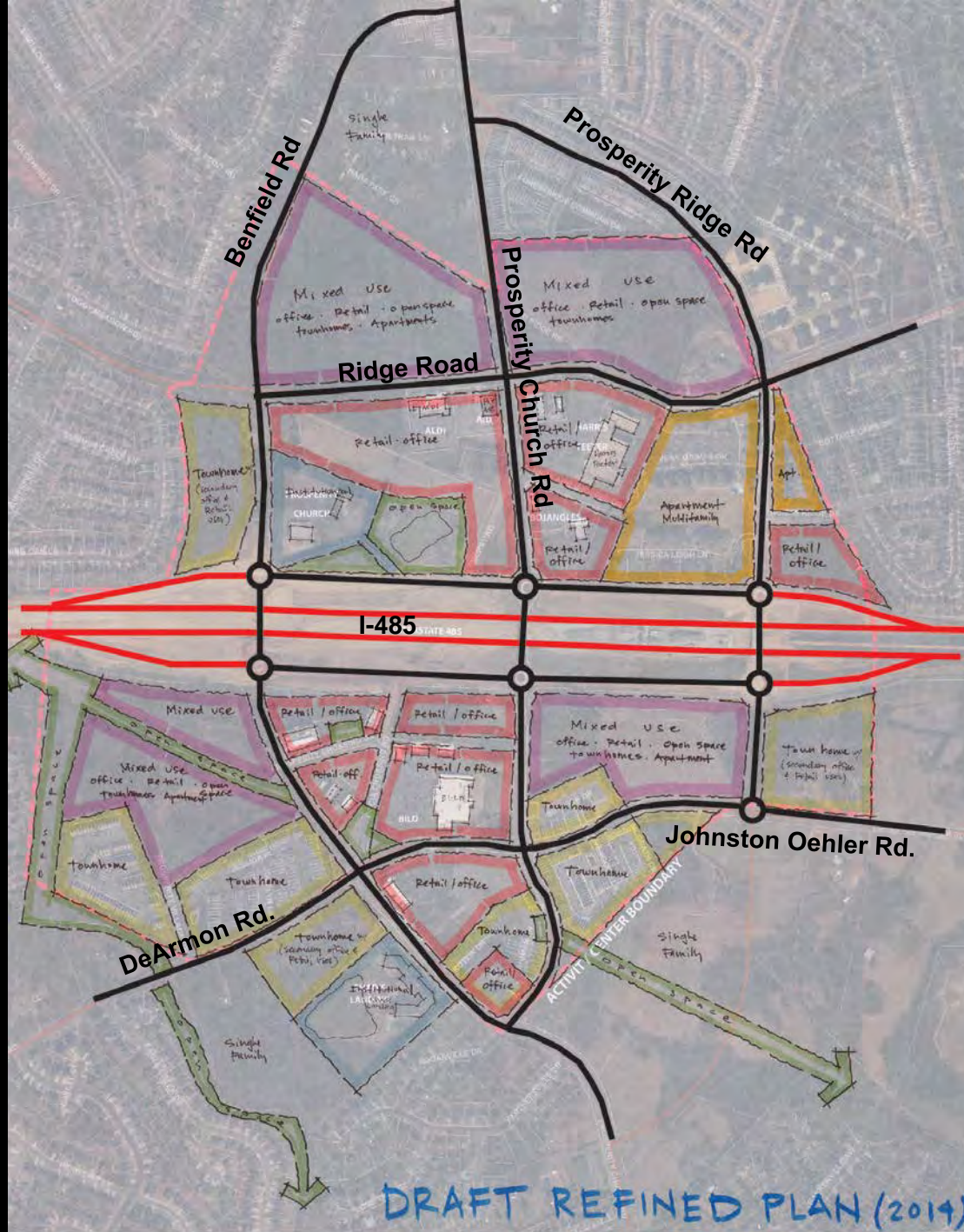




# Activity Center Land Use:



# Activity Center Land Use: **Refined Plan** **2014**





# Activity Center Land Use: **Refined Plan 2014**

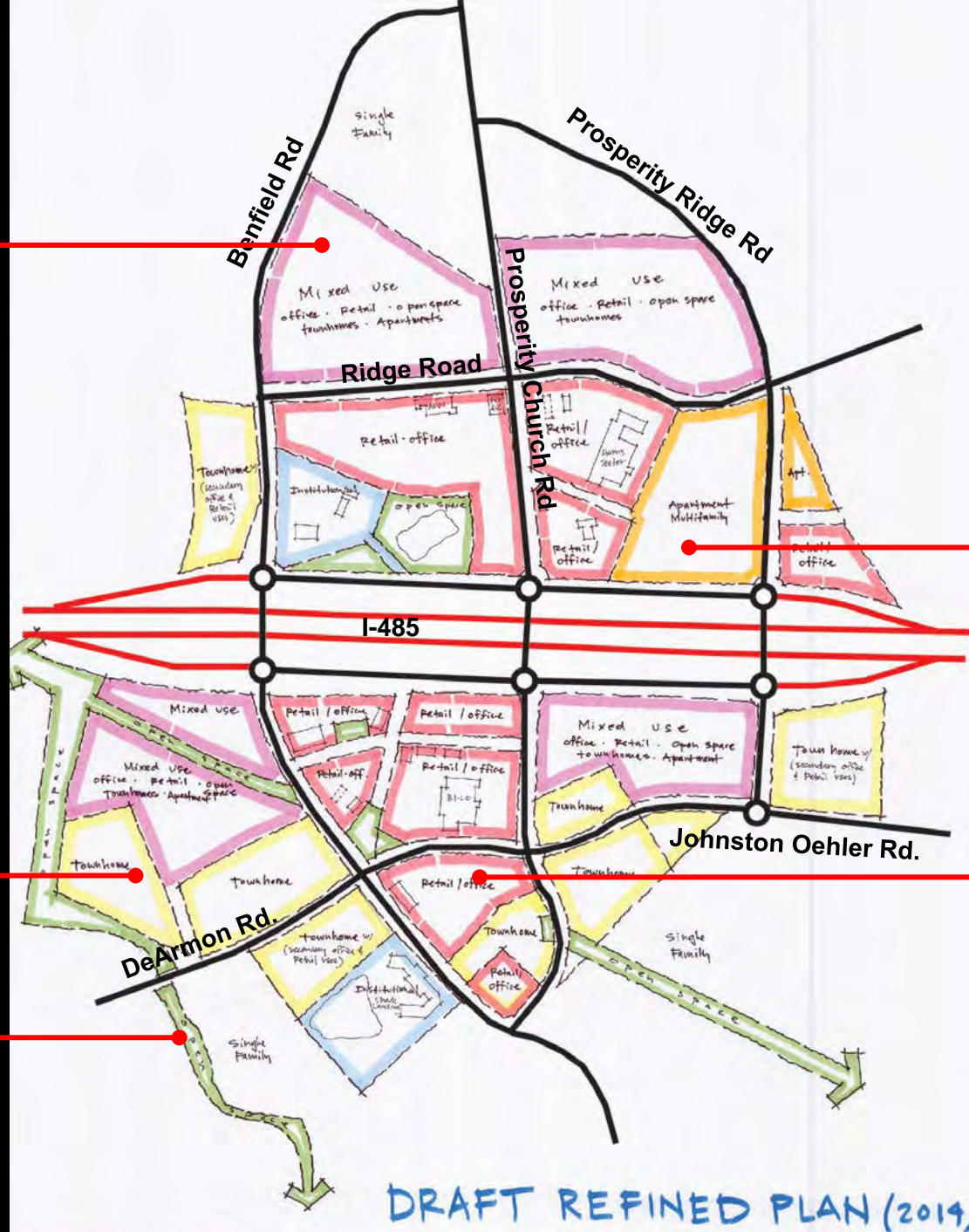
**Purple**  
Multi Use  
Development  
Retail -  
Office -  
Residential -  
(apartments/  
townhomes)

**Orange**  
Moderate Density  
Residential  
(apartments/  
townhomes)

**Yellow**  
Townhomes

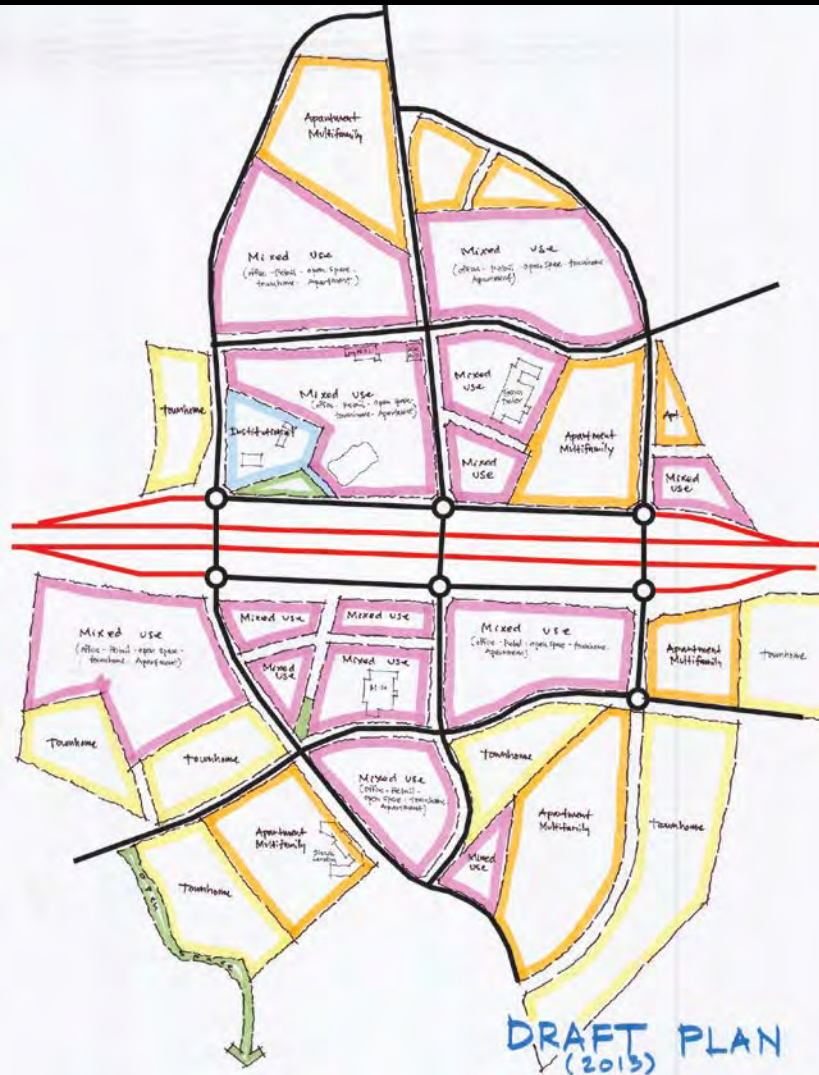
**Red**  
Retail - Office

**Green**  
Open Space

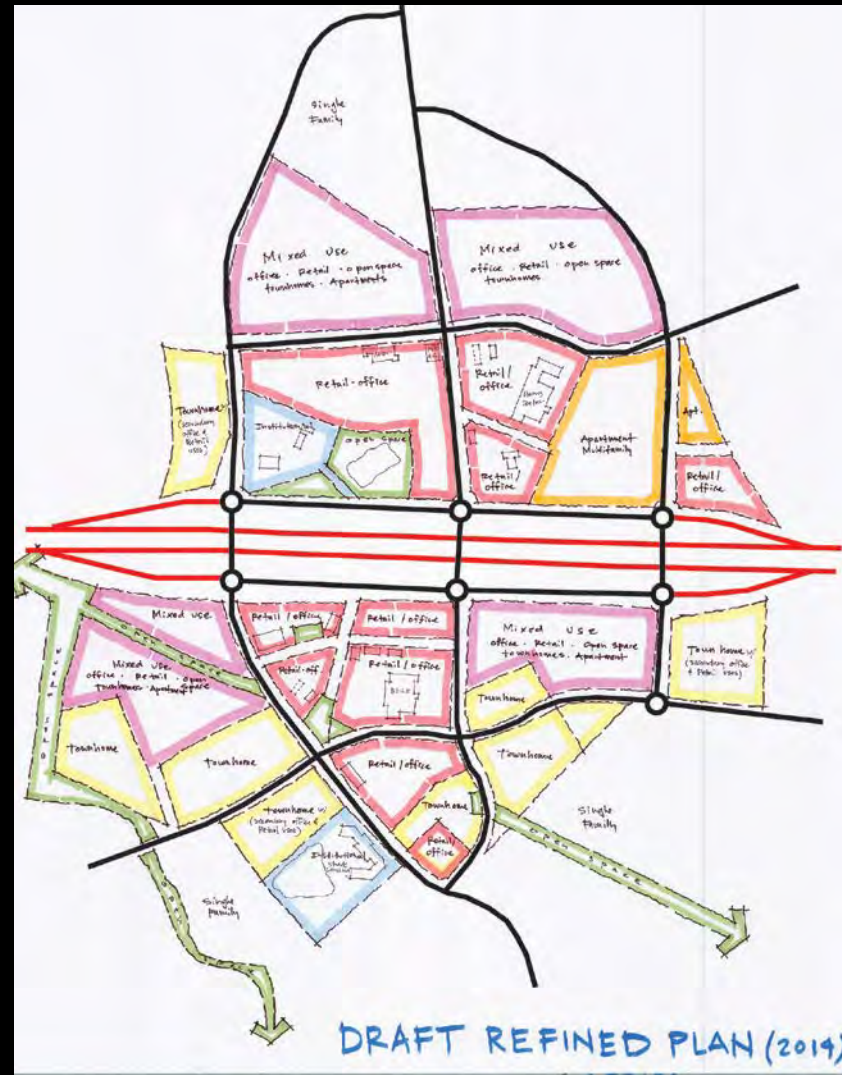


DRAFT REFINED PLAN (2014)

## Activity Center Land Use:



# Draft Plan 2013



## Refined Plan 2014

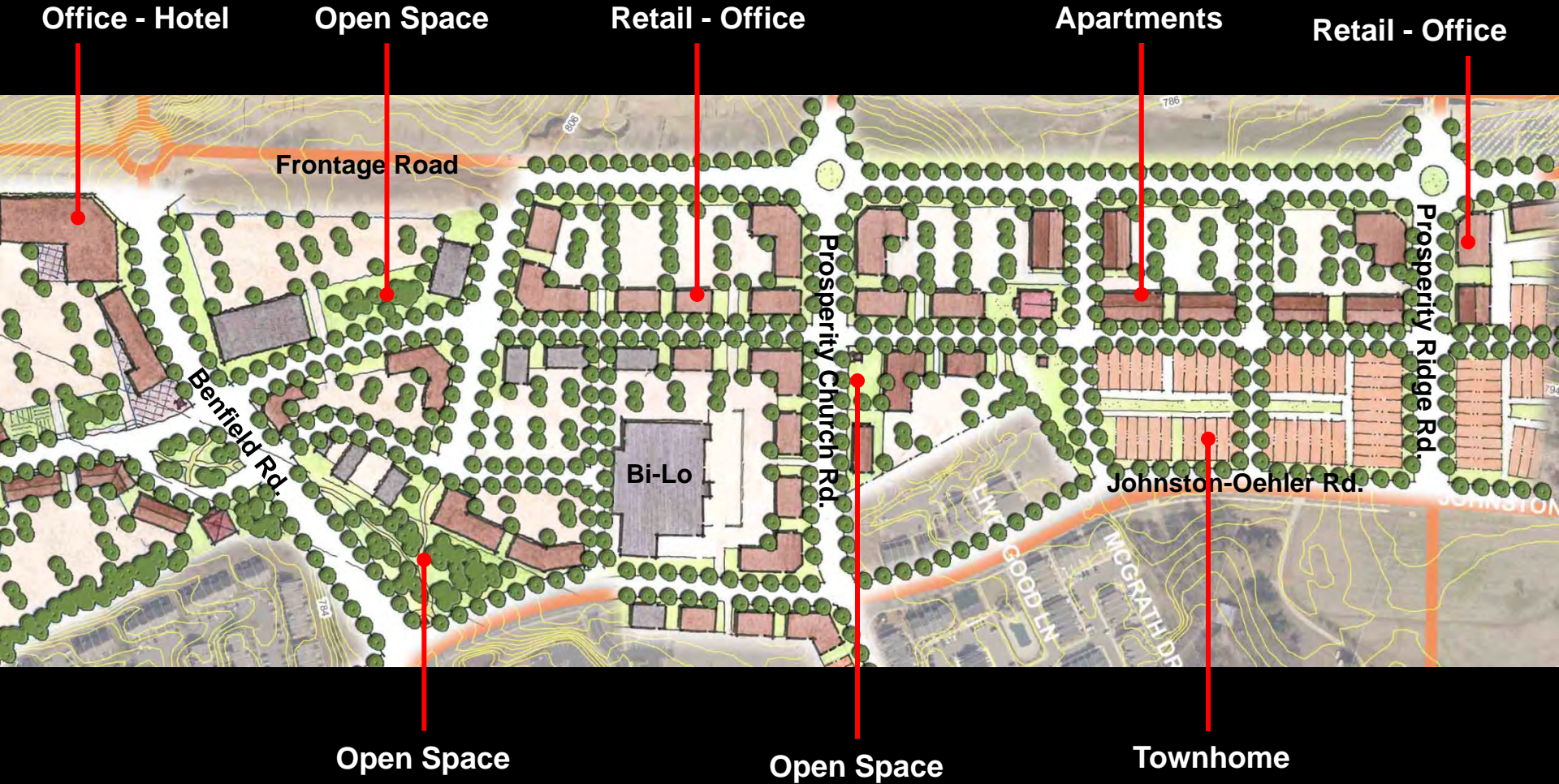


# Illustrative Development Scenario: South Core



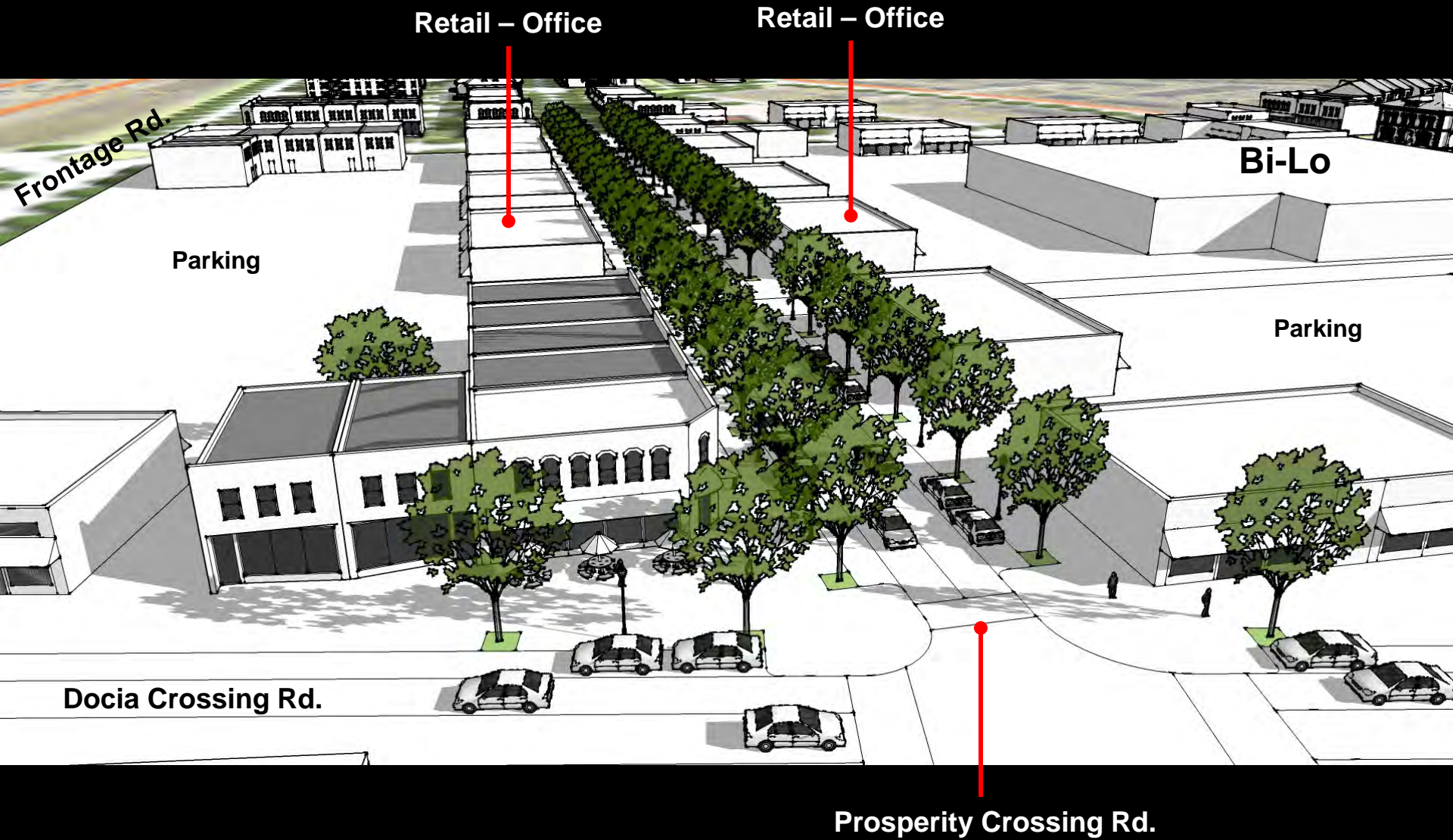


# Illustrative Development Scenario: South Core





# Illustrative Development Scenario: South Core





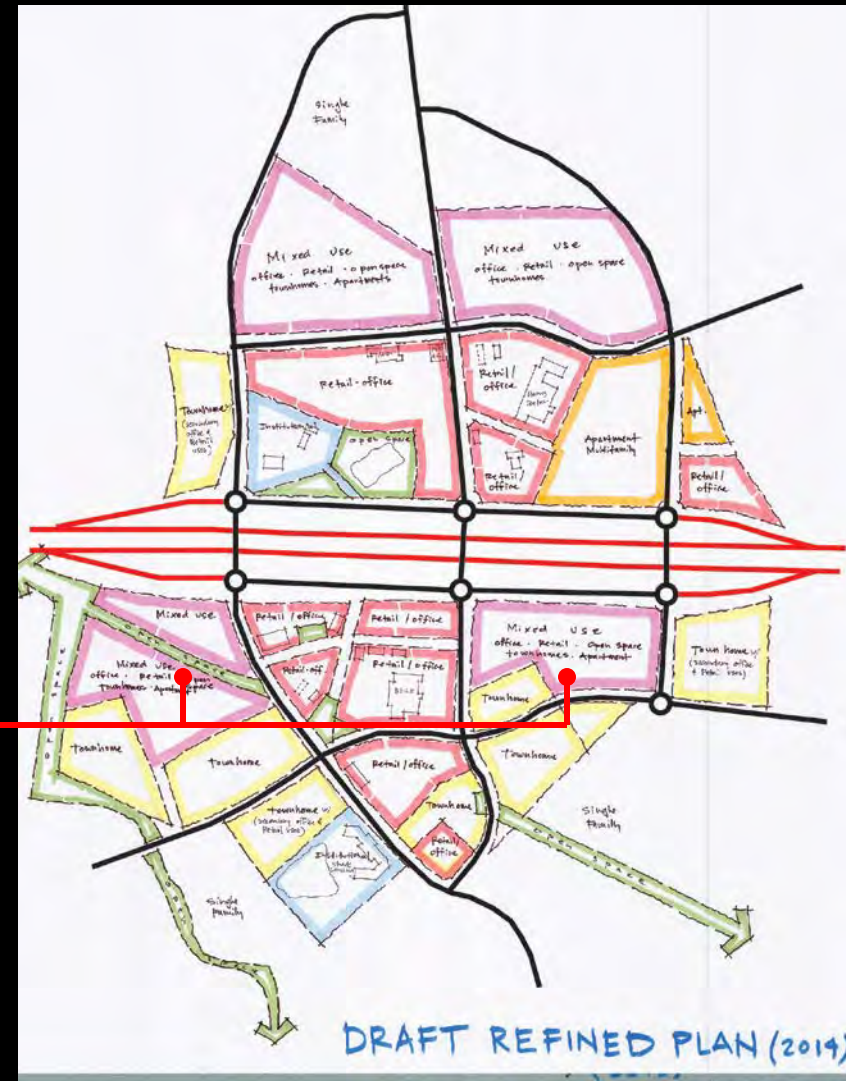
## Mixed Use Recommendations: “South”

## Mixed Use Recommendations:

- Required mix of 2 or more uses
- Uses could include: retail, office, institutional, residential (apartments, townhomes)
- Street oriented retail, restaurants, shops
- Range of parks, plazas, squares

**Residential shall provide:**

- Diversity of building/unit types
- Street orientation & design (entrances, stoops, etc.)
- Integration with other uses (vertical or horizontal)





# Illustrative Development Scenario: North Core





# Illustrative Development Scenario: North Core





# Mixed Use Recommendations: “Northwest”

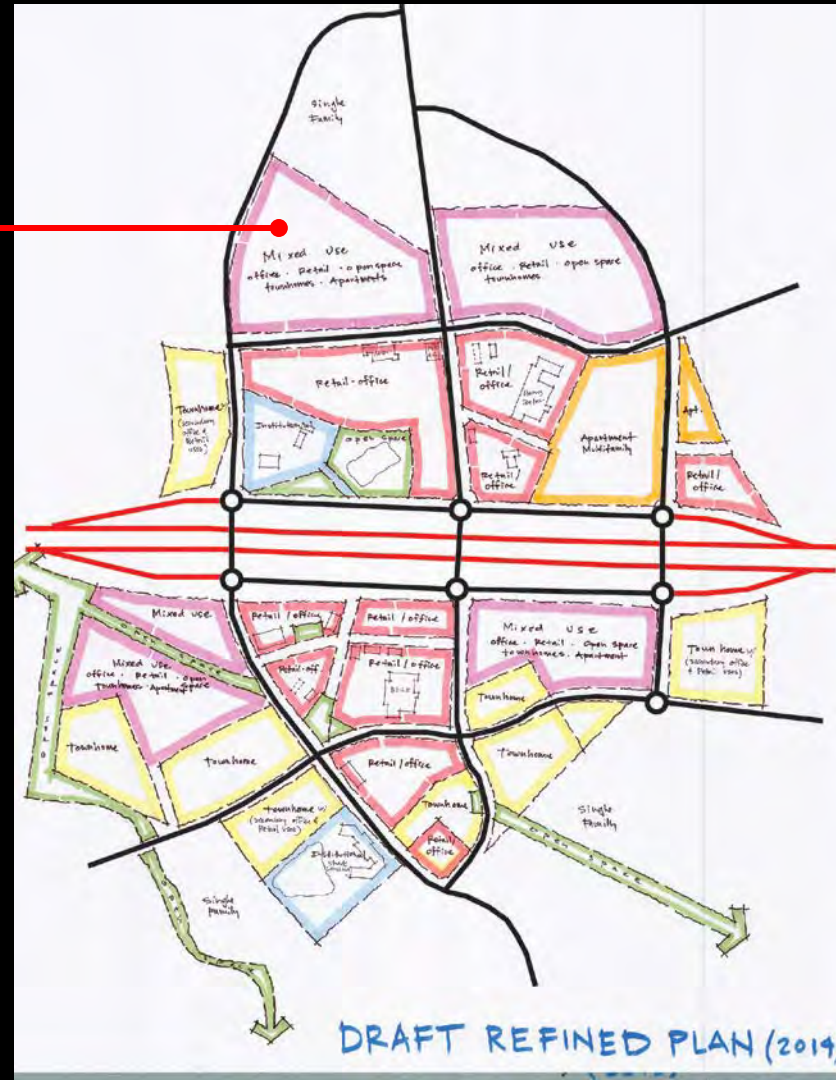


## Mixed Use Recommendations:

- Required mix of 2 or more uses
- Uses could include: retail, office, institutional, residential (apartments, townhomes)
- Street oriented retail, restaurants, shops
- Central public open space

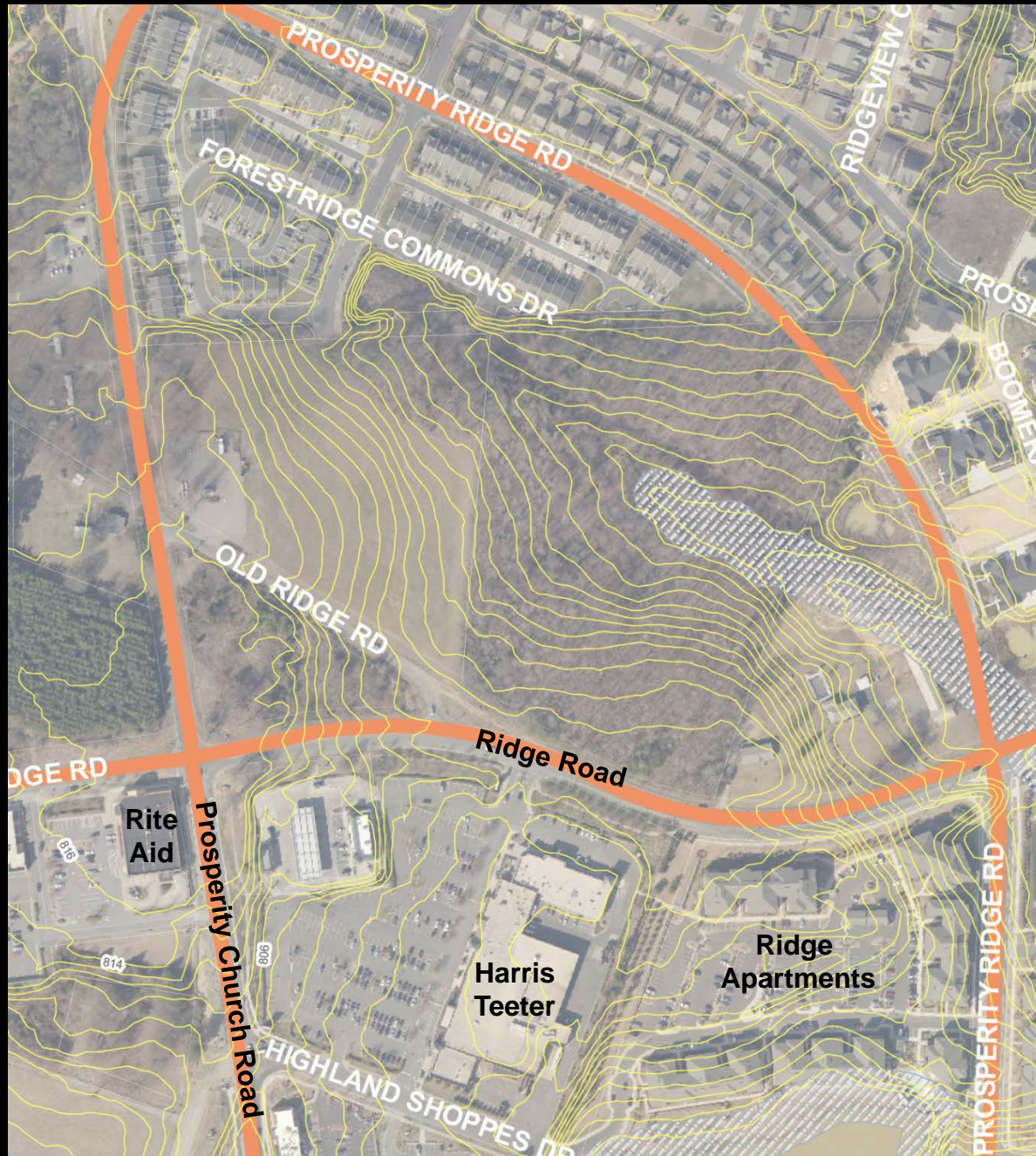
## Residential shall provide:

- Diversity of building/unit types
- Street orientation & design (entrances, stoops, etc.)
- Integration with other uses (vertical or horizontal)





# Illustrative Development Scenario: North Core





# Illustrative Development Scenario: North Core



Townhomes

Retail - Office

Retail - Office

Townhomes

Open Space  
(stormwater)

Retail  
(anchor)



# Illustrative Development Scenario: North Core

Retail – Office



Open Space  
(Stormwater)



# Mixed Use Recommendations: “Northeast”

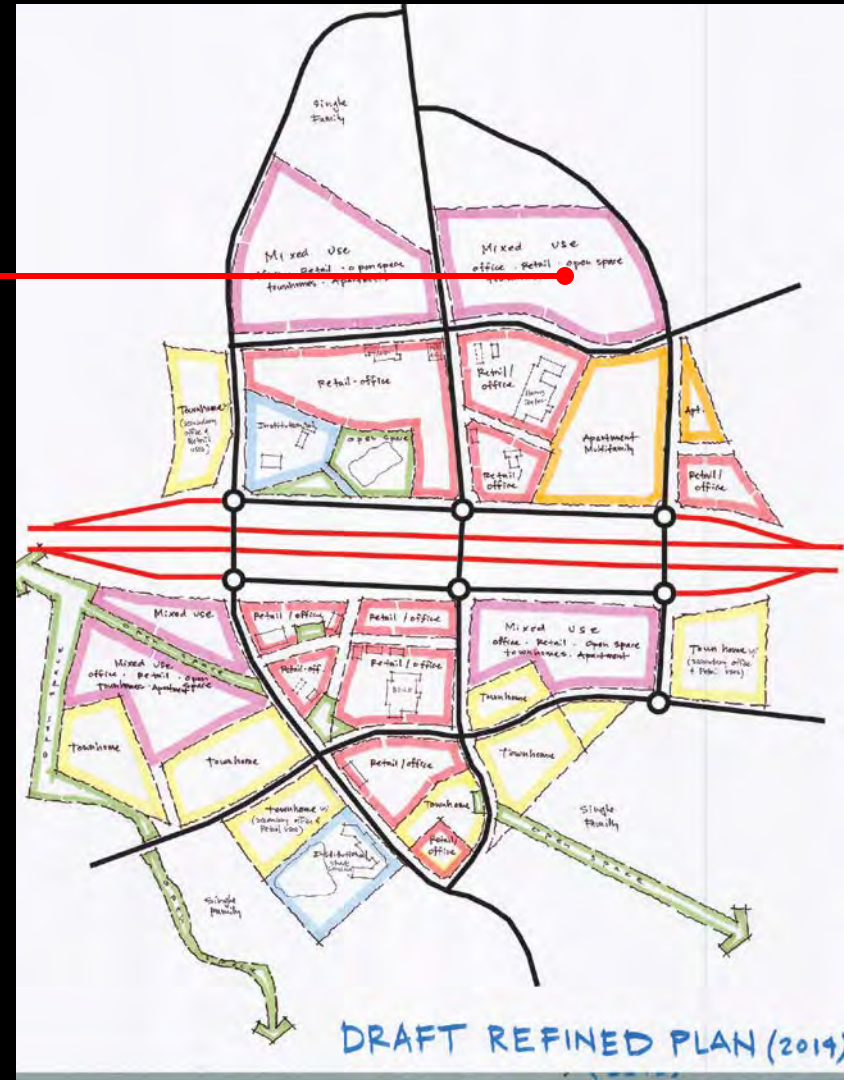


## Mixed Use Recommendations:

- Required mix of 2 or more uses
- Uses could include: retail, office, institutional, residential (limited to townhomes)
- Street oriented retail, restaurants, shops
- Central public open space

## Residential shall provide:

- Transition to neighborhood to the north
- Street orientation & design (entrances, stoops, etc.)
- Rear accessed, individual garages



1. What design characteristics do we want to encourage?
  - Consistent architectural character, 2-4 story
  - Lush landscaping – “green” feel
  - Walkable, pedestrian friendly
2. What is the form of retail/office/commercial we want?
  - Small shops and restaurants, “main street” feel
  - Some “anchor” retail boxes but no “Big Box”
  - Office, hotel south of I-485
3. Where is the place for multi-family (apartments)?
  - Limited to select locations (Mixed Use areas)
  - Only when integrated with other uses
  - With range of building/unit type & strong design standards
4. What type of open space do we want?
  - Community gathering space (potential lake park)
  - Greens, squares, plazas required & integrated with future development



# Plan Review & Adoption :

## Process & Next Steps

### May-August

- Small Group Discussions & Meetings

### September-October

- **Community work sessions**
- Refined Recommendations

### November-December

- Update Draft Plan
- Begin review & adoption process

### January-March

- Complete public hearing & Council adoption process

# Agenda:

1. **Summary Review**  
(30 min.)
2. **One-on-One Review & Comment**  
(60 min.)
  - **Comment Forms**
  - **Post It Notes on Maps**
  - **One-on-one questions**