



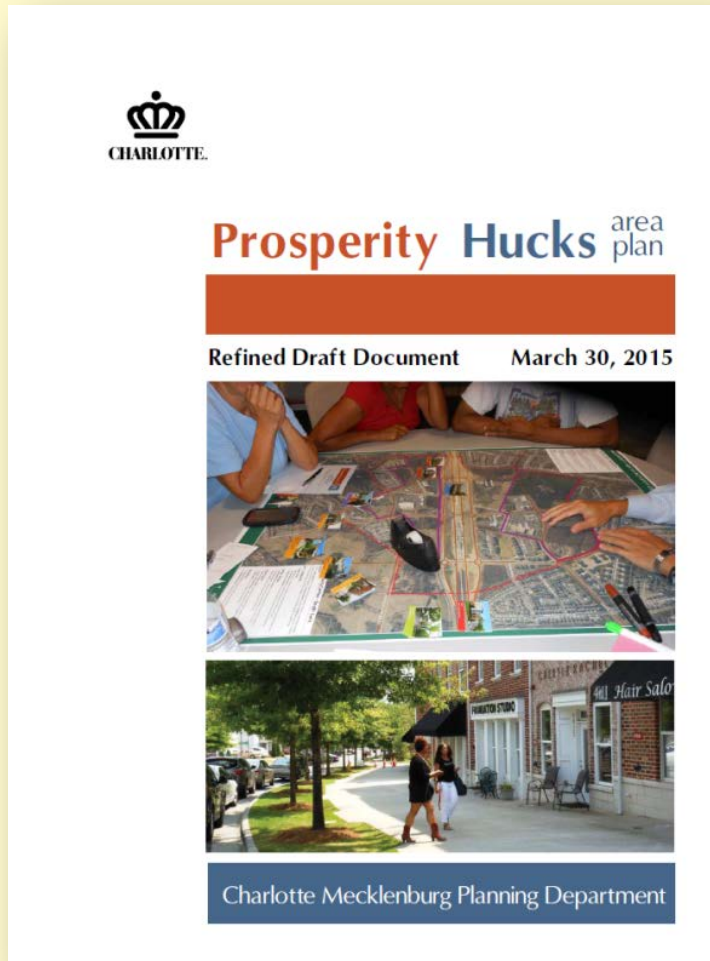
Prosperity Hucks Area Plan

Transportation and Planning Committee

May 11, 2015

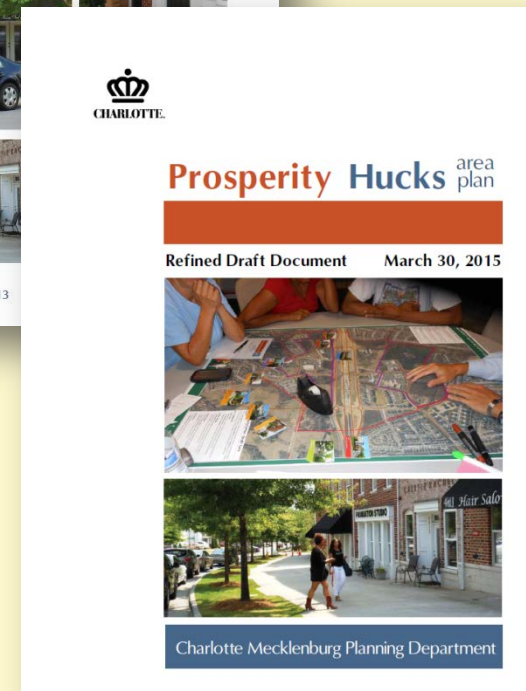
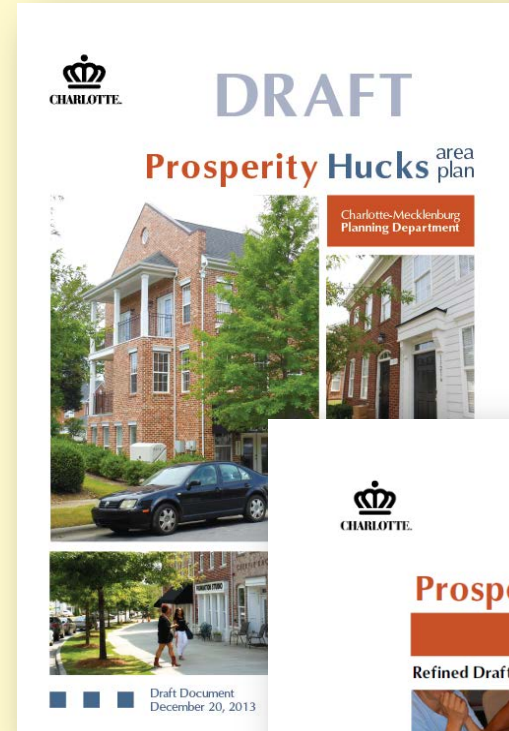
Presentation Outline

1. Background and Location
2. Community Dialog Process
3. Activity Center Recommendations
4. Wedge Recommendations
5. Next Steps



Process Background

- Began public process to develop the plan in November 2012.
- Draft Plan brought to TAP Committee in January 2014. Committee referred plan to Council for public comment.
- Just prior to public comment meeting, significant concerns arose in community:
 - **Extent of multi-family development**
 - **Location and type of retail uses**
 - **Level of detail in design guidance**
 - **Provision of open space**
- Staff undertook an intensive Community Dialog process to address concerns.
- New “Refined Draft” Plan addresses community concerns; provides greater detail in recommendations and design standards.



Location & Policy Context

Policy Plans

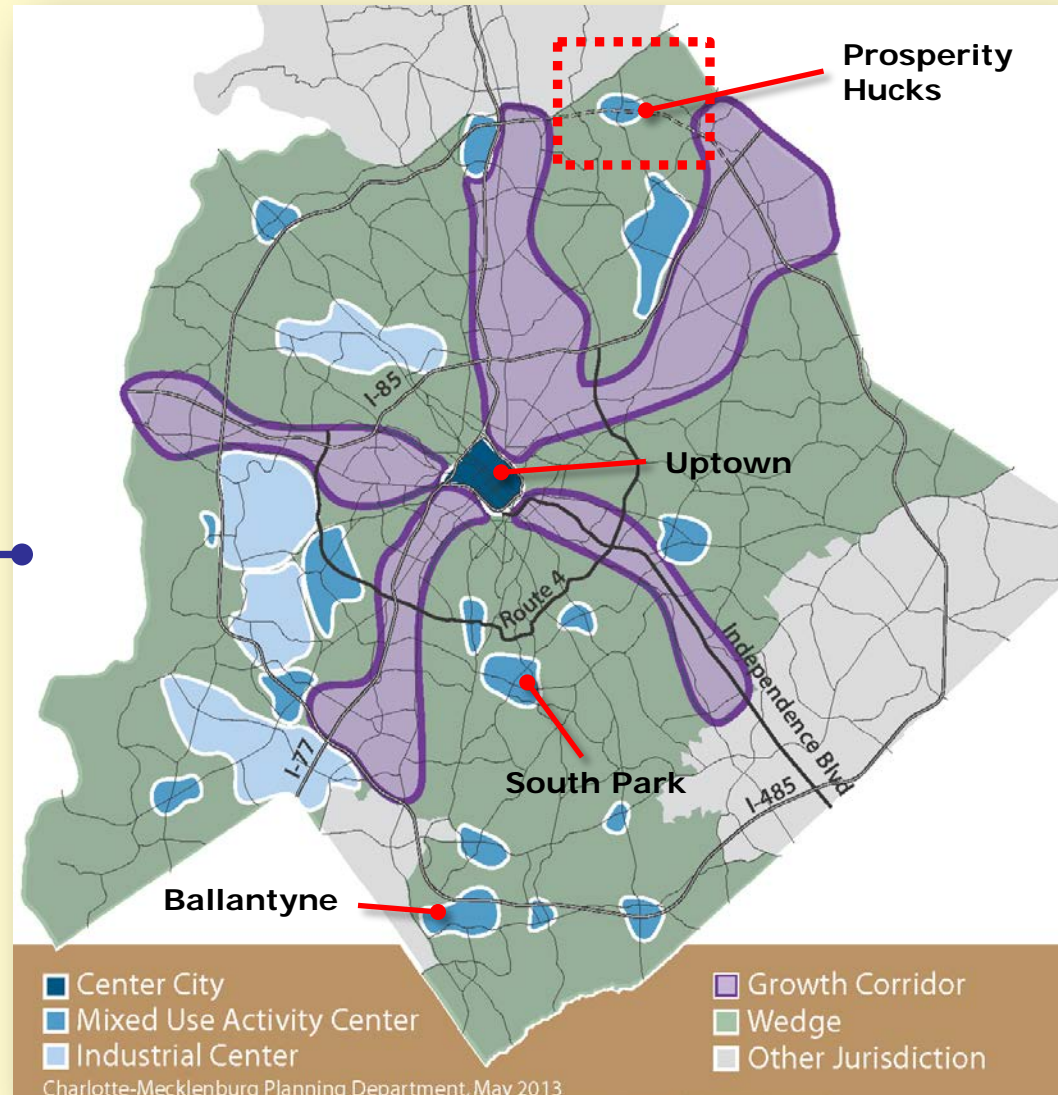
Centers, Corridors & Wedges
Growth Framework

General Development Policies
Guidance on Community Design

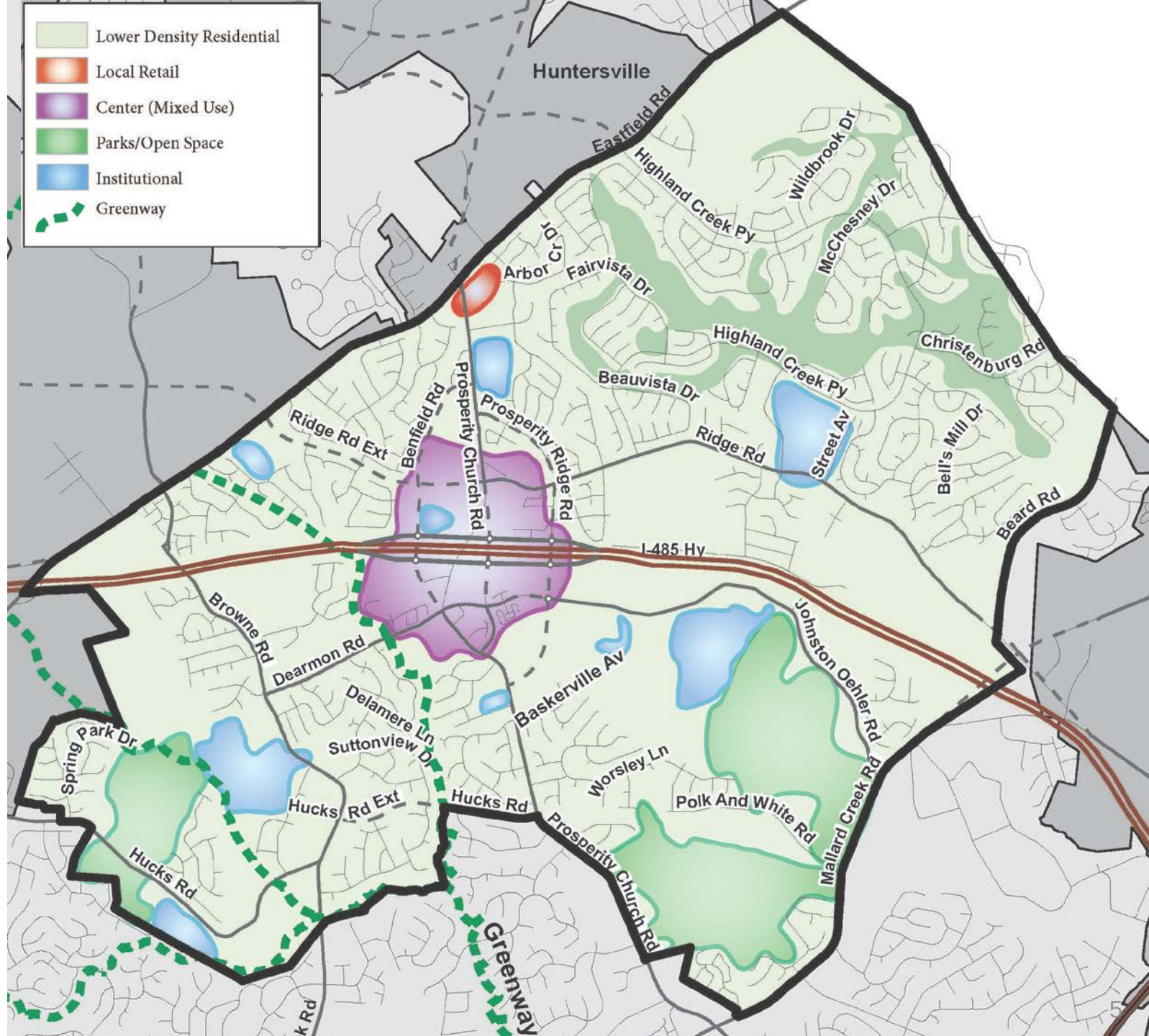
Area Plans
Parcel specific Future Land Use

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

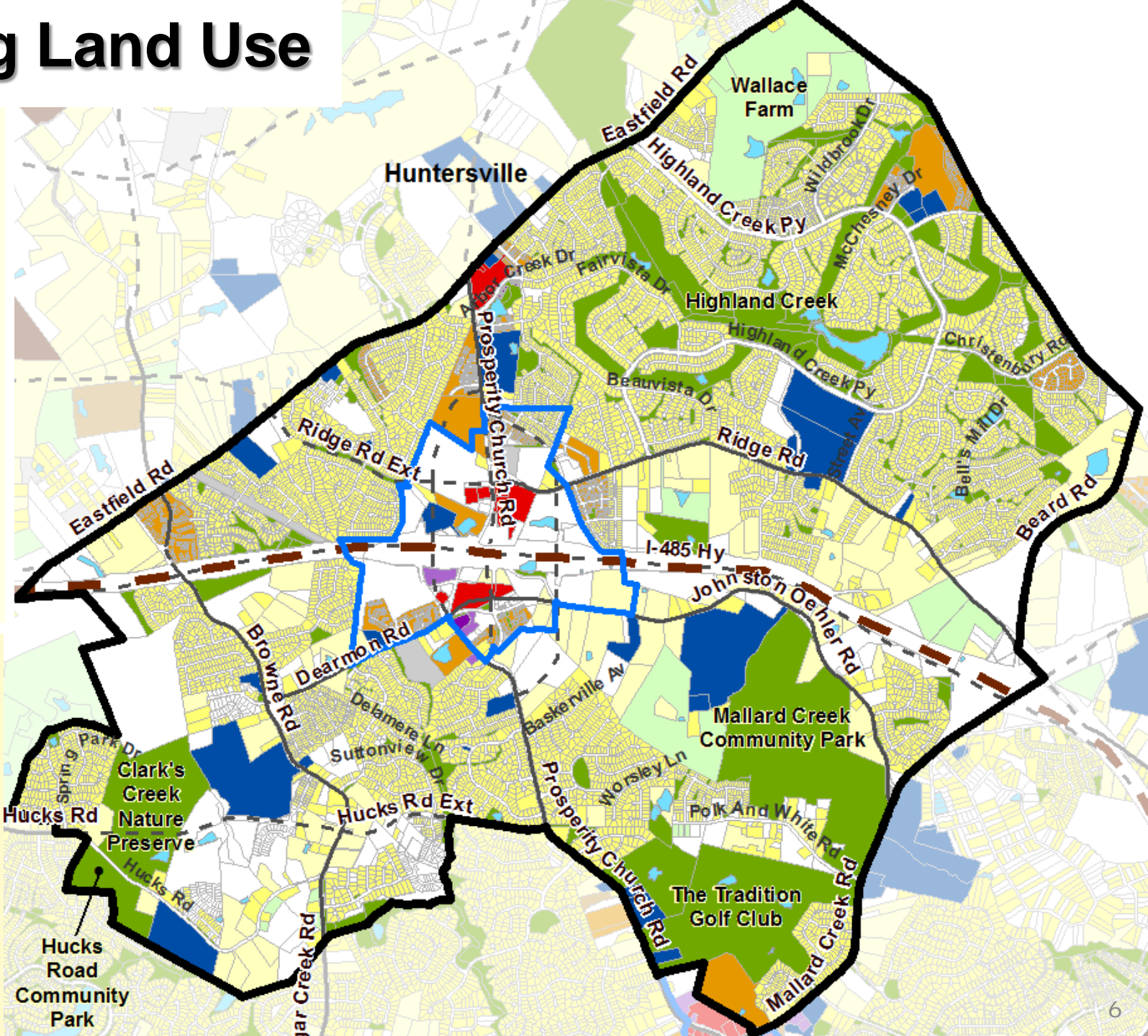


Plan Area



Existing Land Use

- Existing Land Use**
- Agriculture
 - Large Lot Residential
 - Single Family - Detached
 - Multi-Family
 - Civic/Institutional
 - Office
 - Retail
 - Vertical Mixed Use
 - Utility
 - Vacant
 - Open Space/Recreation
 - I-485 Under Construction
 - Existing Thoroughfares
 - Proposed Thoroughfares
 - PlanBoundary: 9.7Sq Miles
 - Mixed Use Activity Center
 - Parcel Boundary
 - Ponds



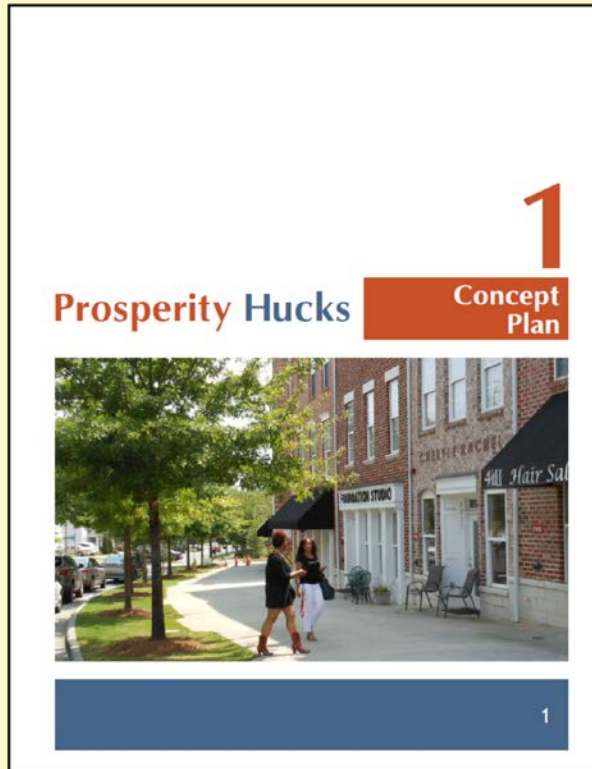
Transportation Plan

Major Street Network (parts still under construction)

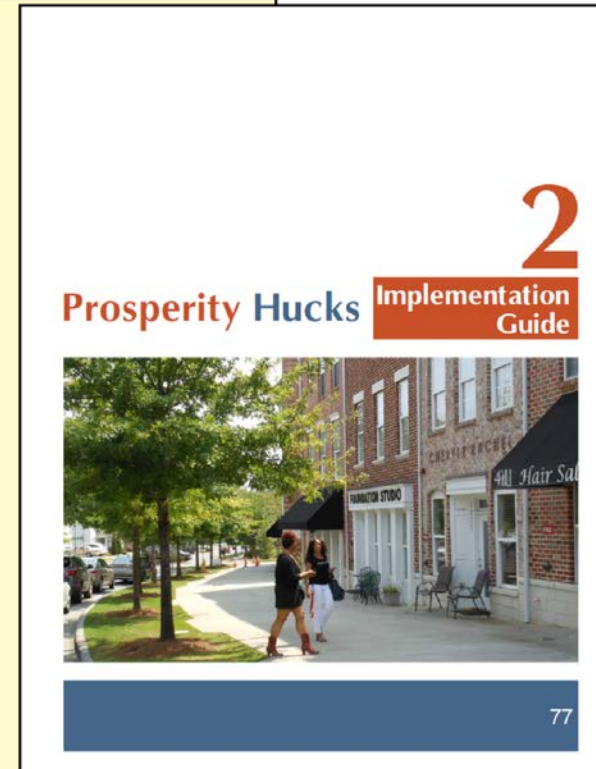
- Envisioned in the 1999 Villages Plan
- I-485 Interchange
- Benfield Road
- Prosperity Ridge Road
- Ridge Road
- Johnston Oehler Road



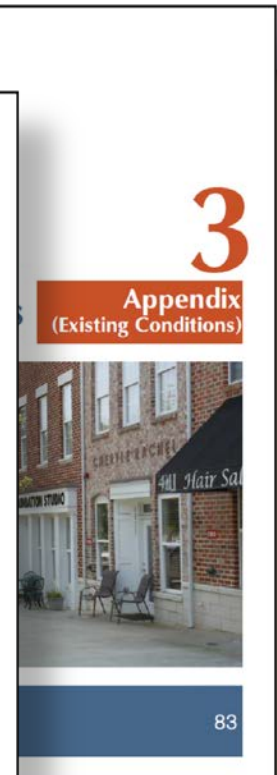
Plan Format



- Adopted by City Council
- Vision
- Policies for land use, design, mobility, open space
- Used in future land use decisions

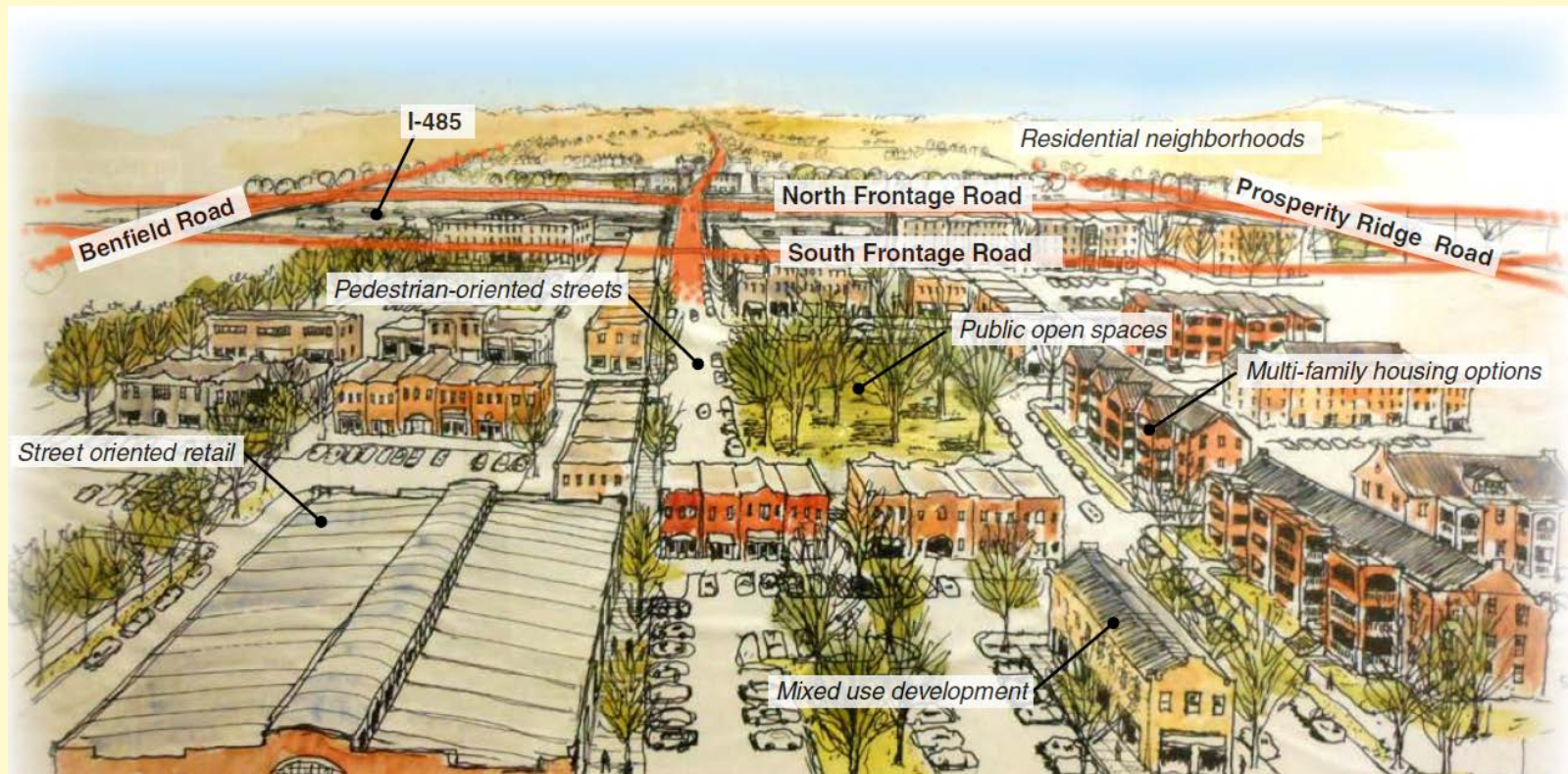


- Not adopted by City Council
- Tool for staff to track action steps – can be updated
- Existing Conditions
- Trends & Forecasts



Vision for the Activity Center

Activity Center will be a community serving Mixed Use place complementing and enhancing the surrounding neighborhoods; with a rich variety of retail, office, entertainment and residential uses in a well-designed and appropriately scaled form.



The vision for Prosperity Hucks is centered on a walkable Activity Center that supports the surrounding neighborhoods.

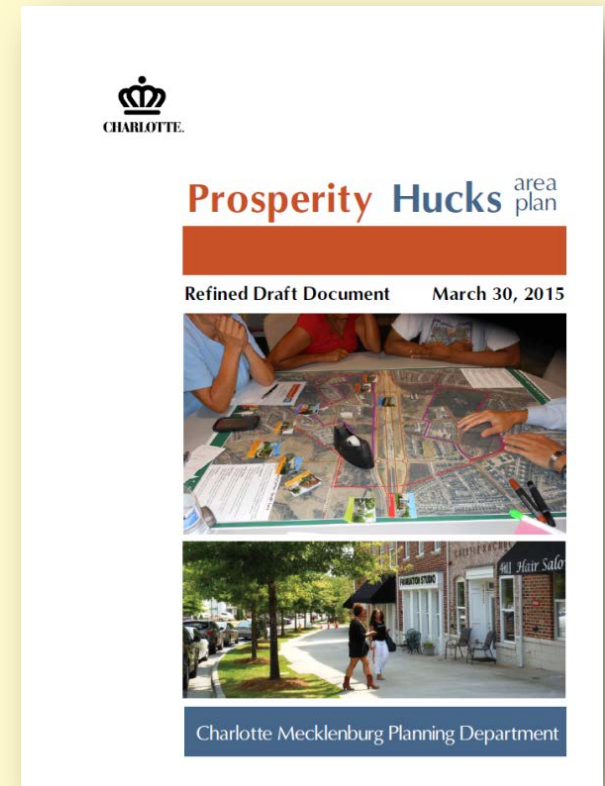
Community Dialog

2014

- March 27 – Meeting at Oehler Barn
- May 13 – Core Group meeting
- May 21 – Core Group meeting
- June 11-12 – Small Group Discussions
(6 meetings in small groups, 70 participants)
- Aug 5 – Core Group meeting
- Aug 20 – Core Group meeting
- Sept 3 – Core Group meeting
- Sept 16-17 – Small Group Work Sessions
(14 table groups, 70 participants)
- Sept 23 – Public Summary Review
(80 participants)

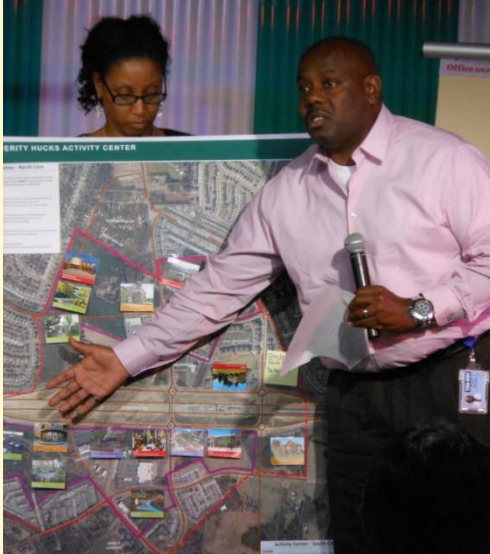
2015

- April 15 – Refined Plan Public Meeting
(100 participants)



Community Dialog

14 Teams... 70+ participants



Extent and location of multi-family development

- Limited to select locations (Mixed Use areas)
- Only when integrated with other uses
- With range of building/unit type & strong design standards

Location and type of retail uses

- Small shops and restaurants, “main street” feel
- Some “anchor” retail boxes but no “Big Box”
- Office, hotel, especially south of I-485

Level of detail in design guidance

- Consistency in design character, 2-4 story
- Lush landscaping – “green” feel
- Walkable, pedestrian friendly

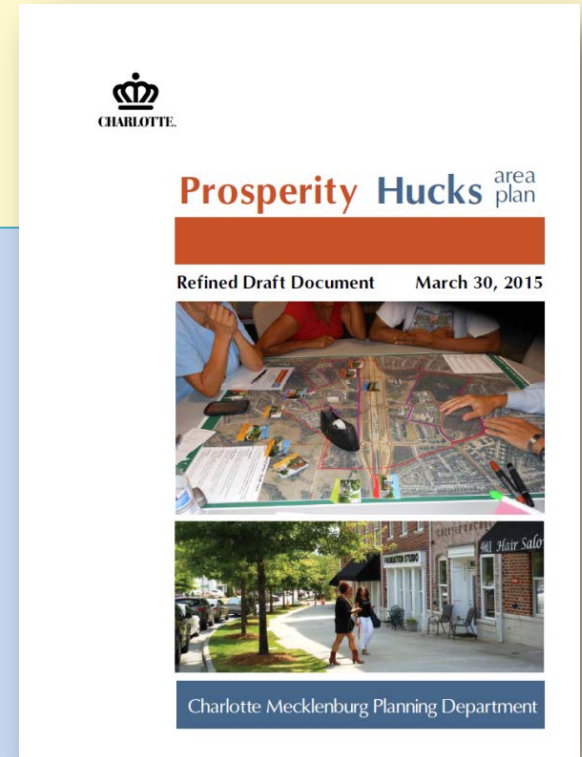
Provision of open space

- Community gathering space
- Greens, squares, plazas integrated with future development

Prosperity Hucks Area Plan Refined Draft

What is different?

- Reduced Activity Center Boundary
- Geographically specific policies, 15 areas
- More detailed and specific Community Design guidance
- Finer grained residential density recommendations
- Open space expectations expanded



Activity Center Boundary



1. Focus on Interchange

- Small area similar to original Village Plan
- 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)

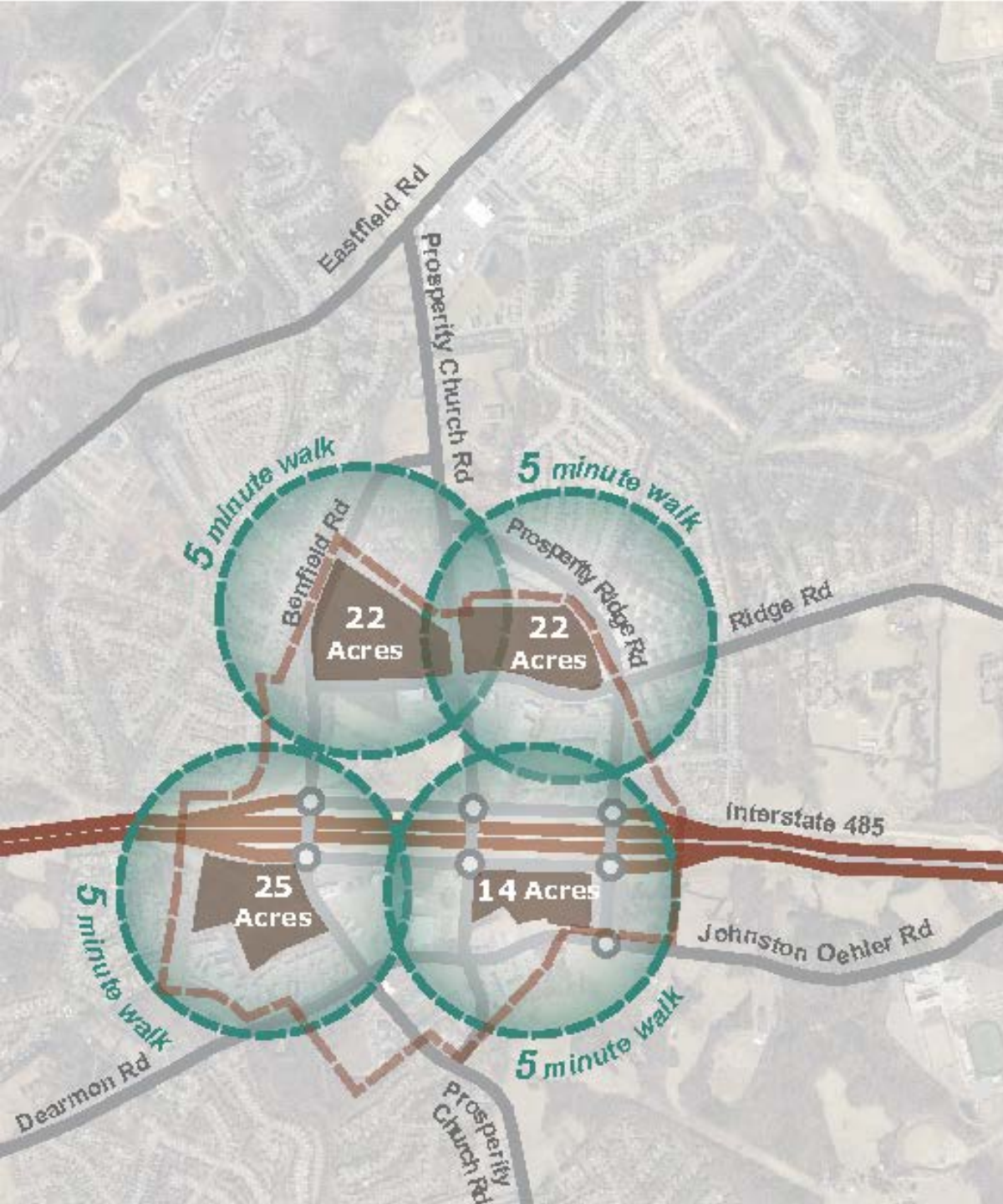
Focus on a Walkable Center

Where is the "Town Center"?

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

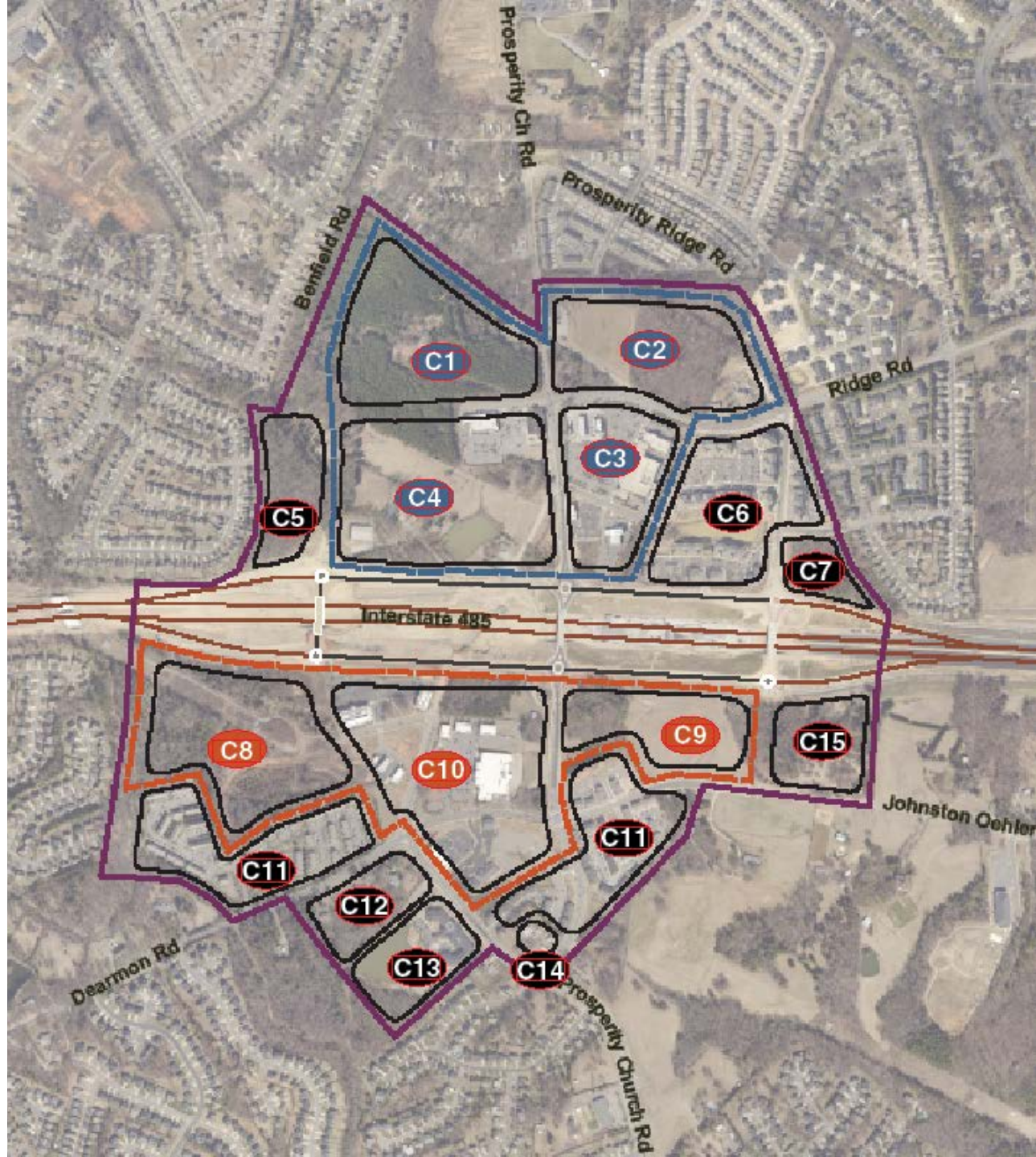
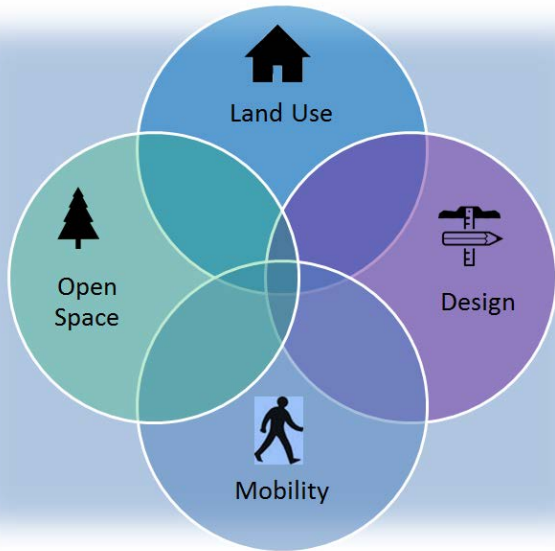
Comparable:

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

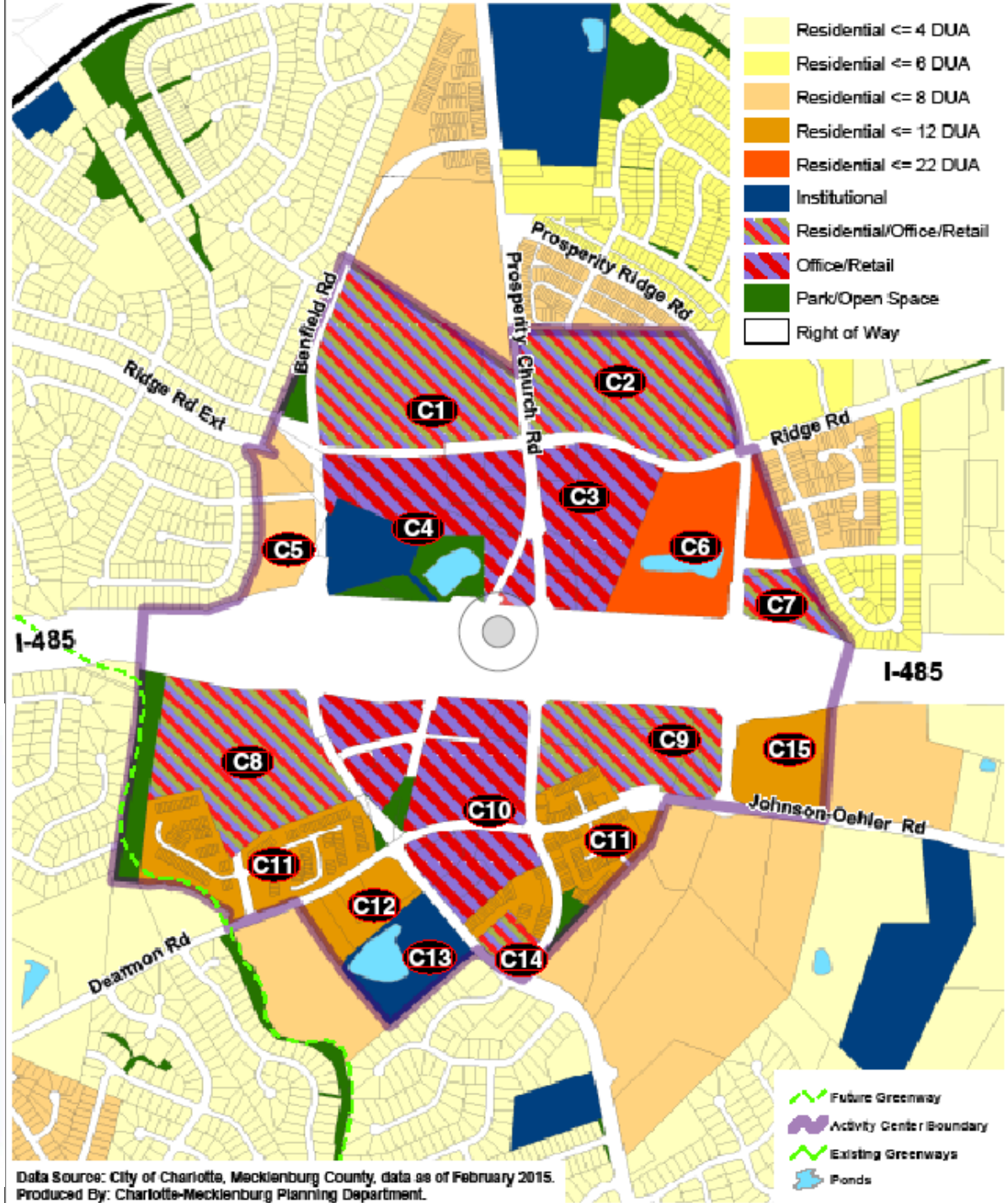
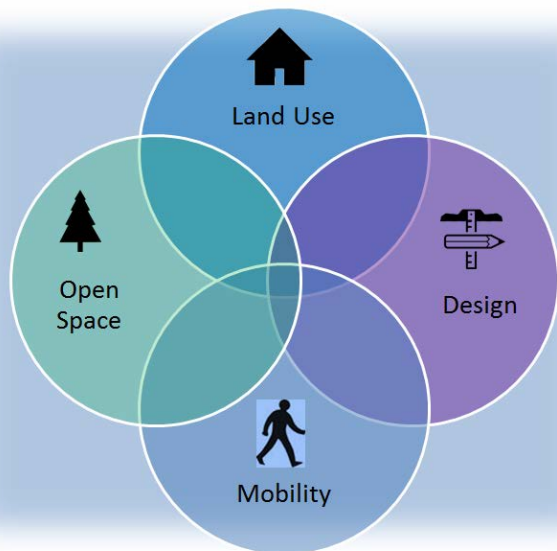


Activity Center Policy Areas

- 15 Policy Areas
- Specific Policy Guidance
- Greater detail



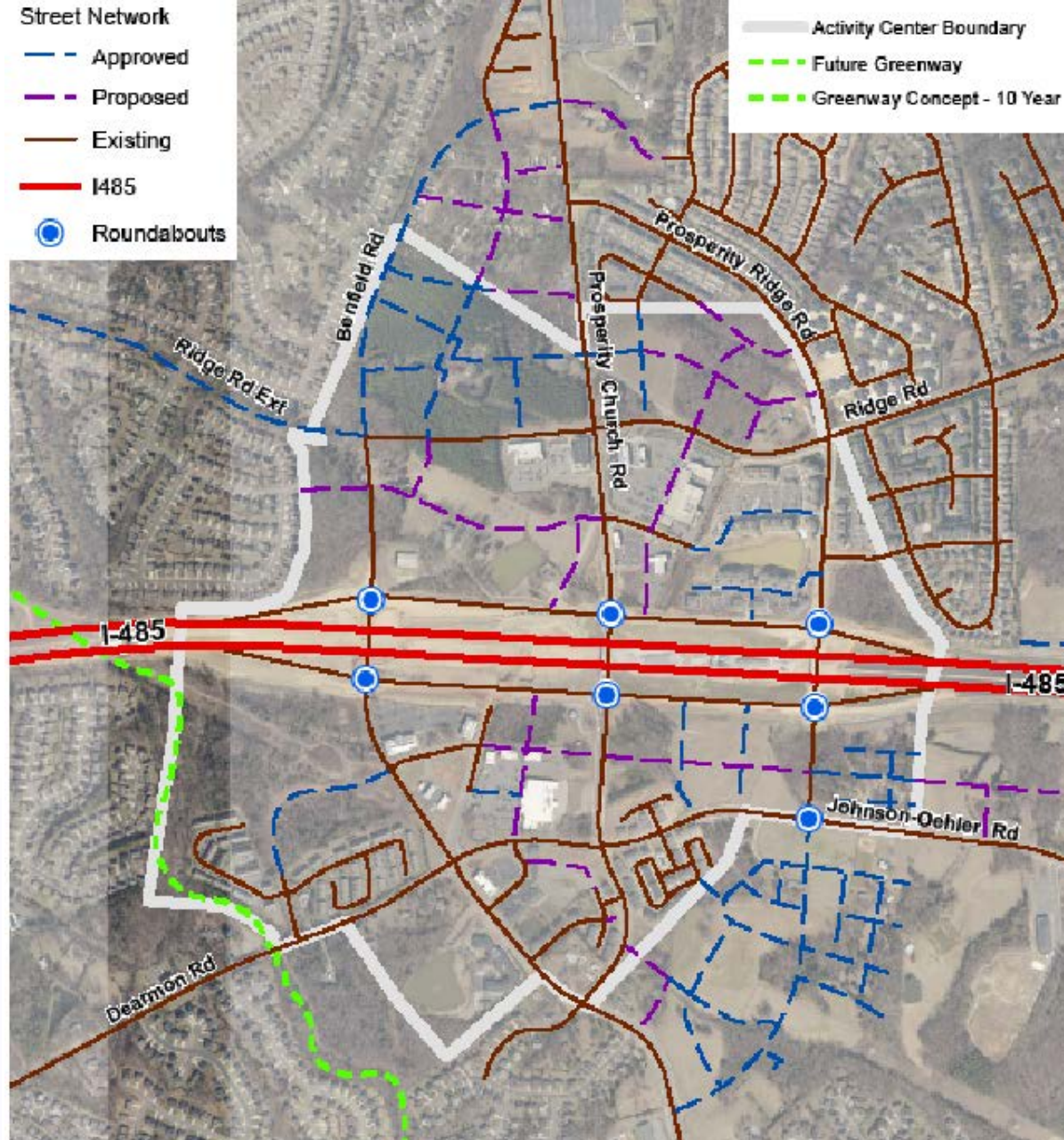
Activity Center Recommended Land Use



Activity Center Street Network

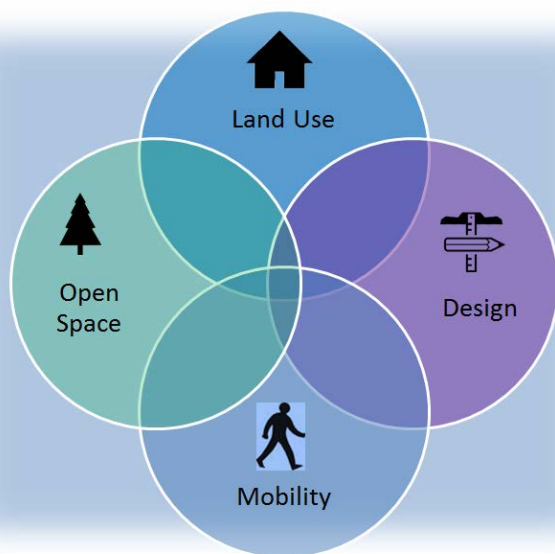
- Street Network**
- - - Approved
 - - - Proposed
 - - - Existing
 - I-485**
 - Roundabouts

- Activity Center Boundary
- - - Future Greenway
- - - Greenway Concept - 10 Year



Note: Proposed streets on this map are based on existing street stub locations, approved conditional zoning plans and in general a 500-foot block spacing. However, more streets and connections should be provided than shown using a spacing of 300-400 foot block. These higher standards should be used wherever possible in the Activity Center.

Data Source: City of Charlotte, Mecklenburg County, data as of March 2015.
Produced By: Charlotte-Mecklenburg Planning Department

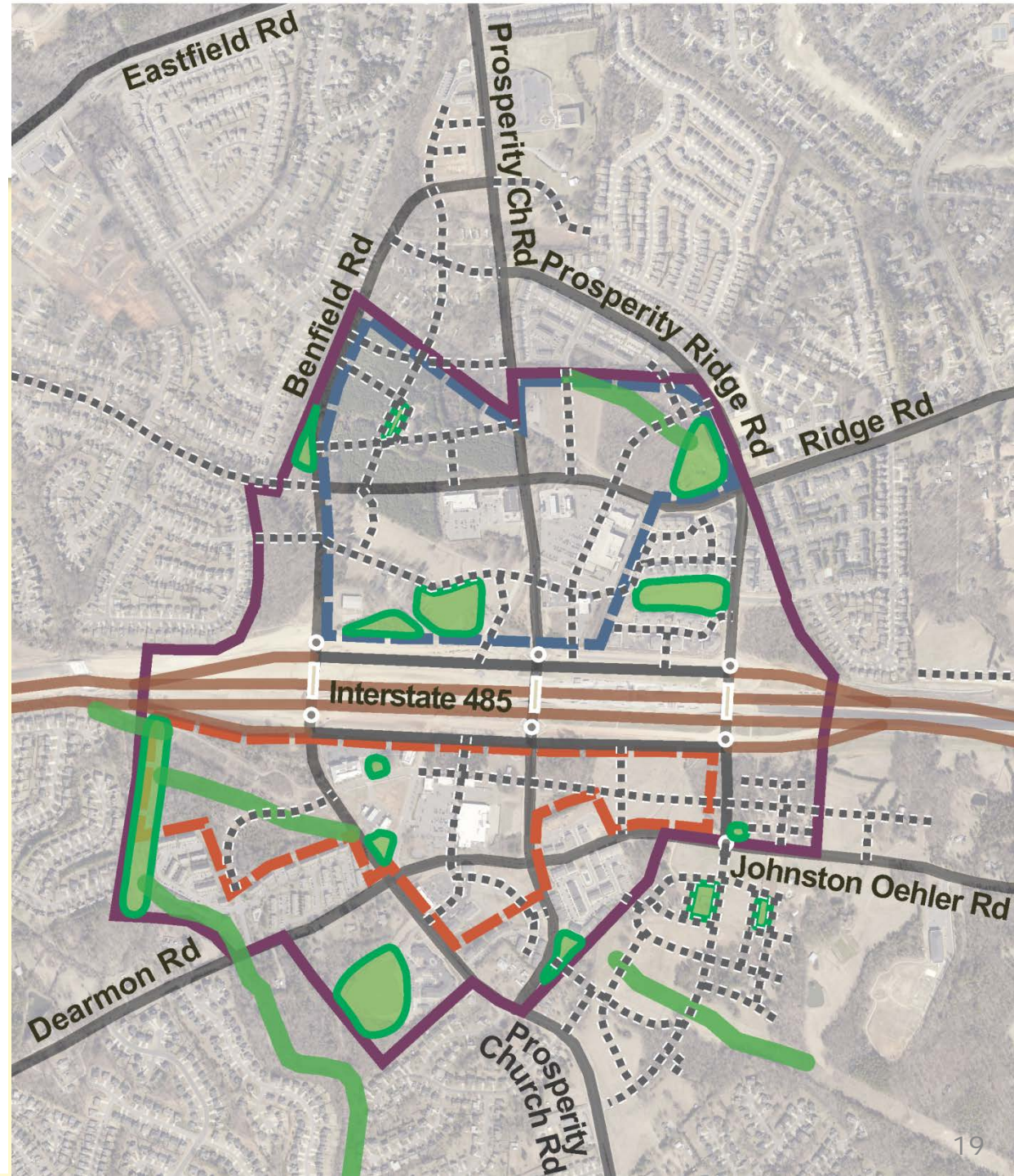


Activity Center Open Space Framework

Map shows elements of a possible network:

- Existing open space,
- Approved site plan elements,
- Sensitive locations in Activity Center.

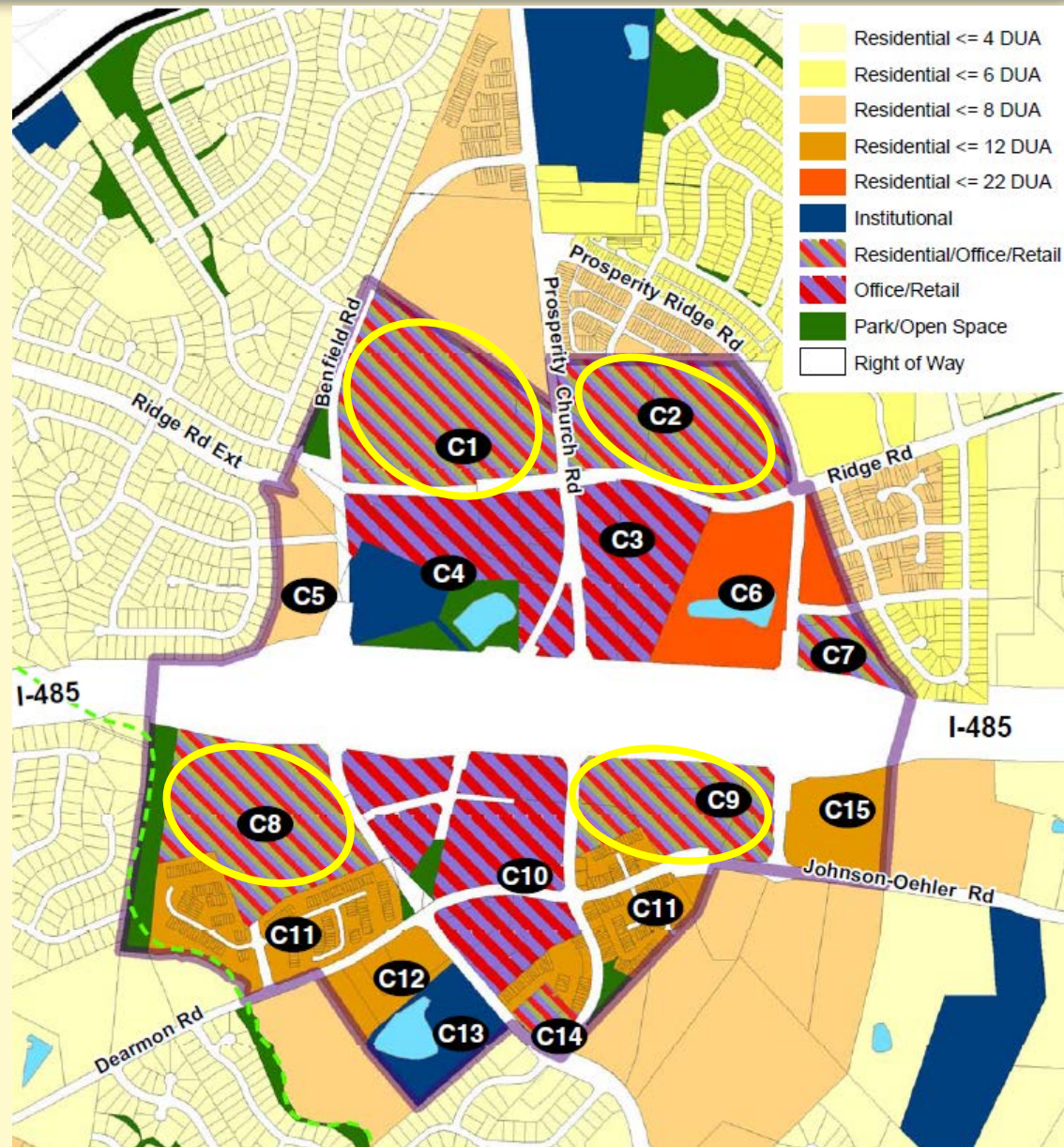
Map does not show all open space that could result through private development: an expectation of all development in Activity Center.



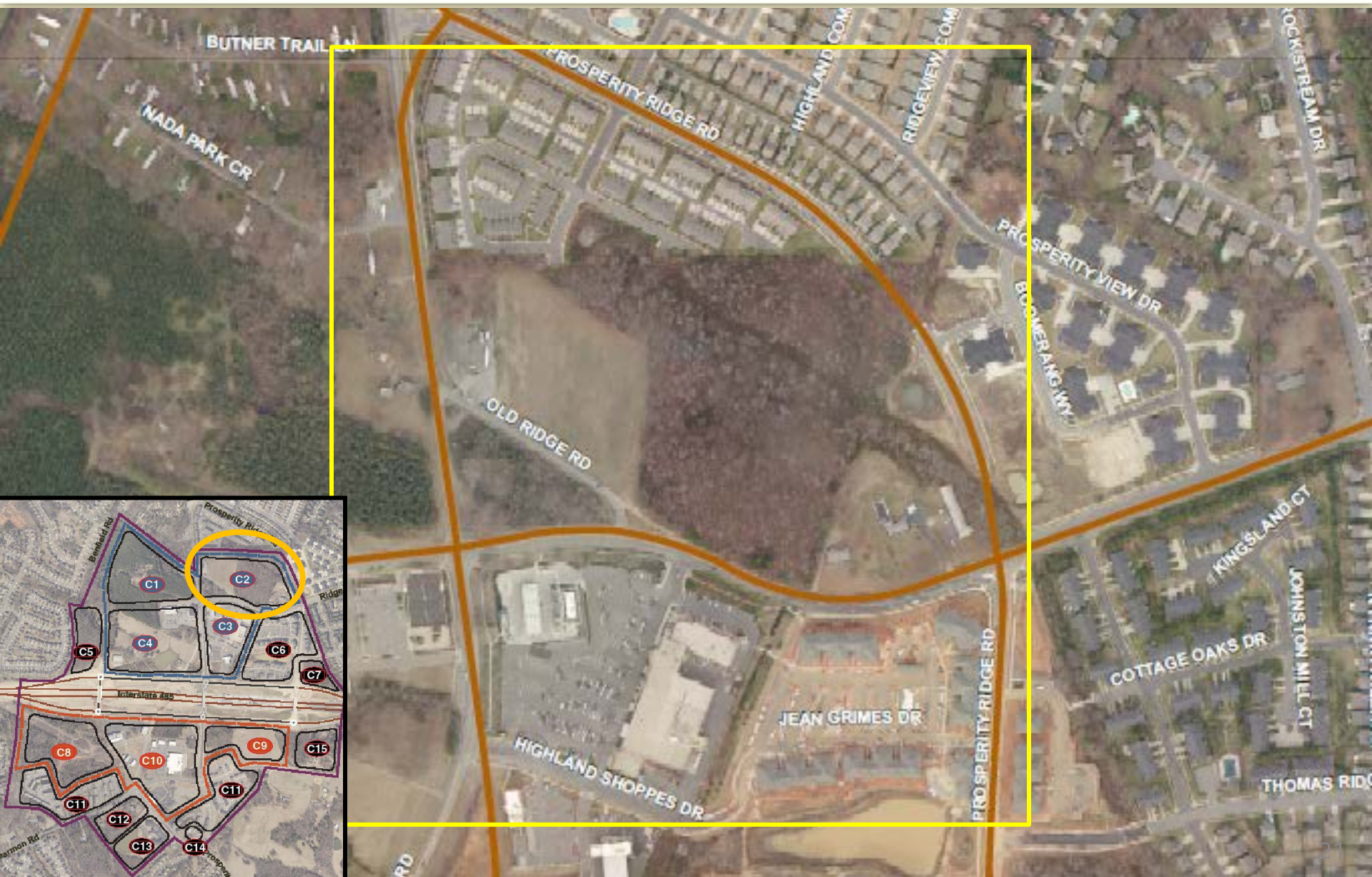
Policy Areas C1, C2, C8, C9

Large undeveloped sites

- Mixed Use: Retail, Office, Residential. Institutional also appropriate.
- Residential only as part of a mix; maximum density differs slightly from area to area.
- Retail anchor uses permitted in some areas while also providing small shop space.
- New drive-through facilities and gasoline pumps generally limited to I-485 frontage roads, with design standards.
- Internal street network.
- Buildings oriented to streets, with most parking behind; additional design standards.
- Open spaces and plazas, connected to each other.



Policy Area C2: Northeast of Ridge and Prosperity Church Roads



Policy Area C2: Northeast of Ridge and Prosperity Church Roads

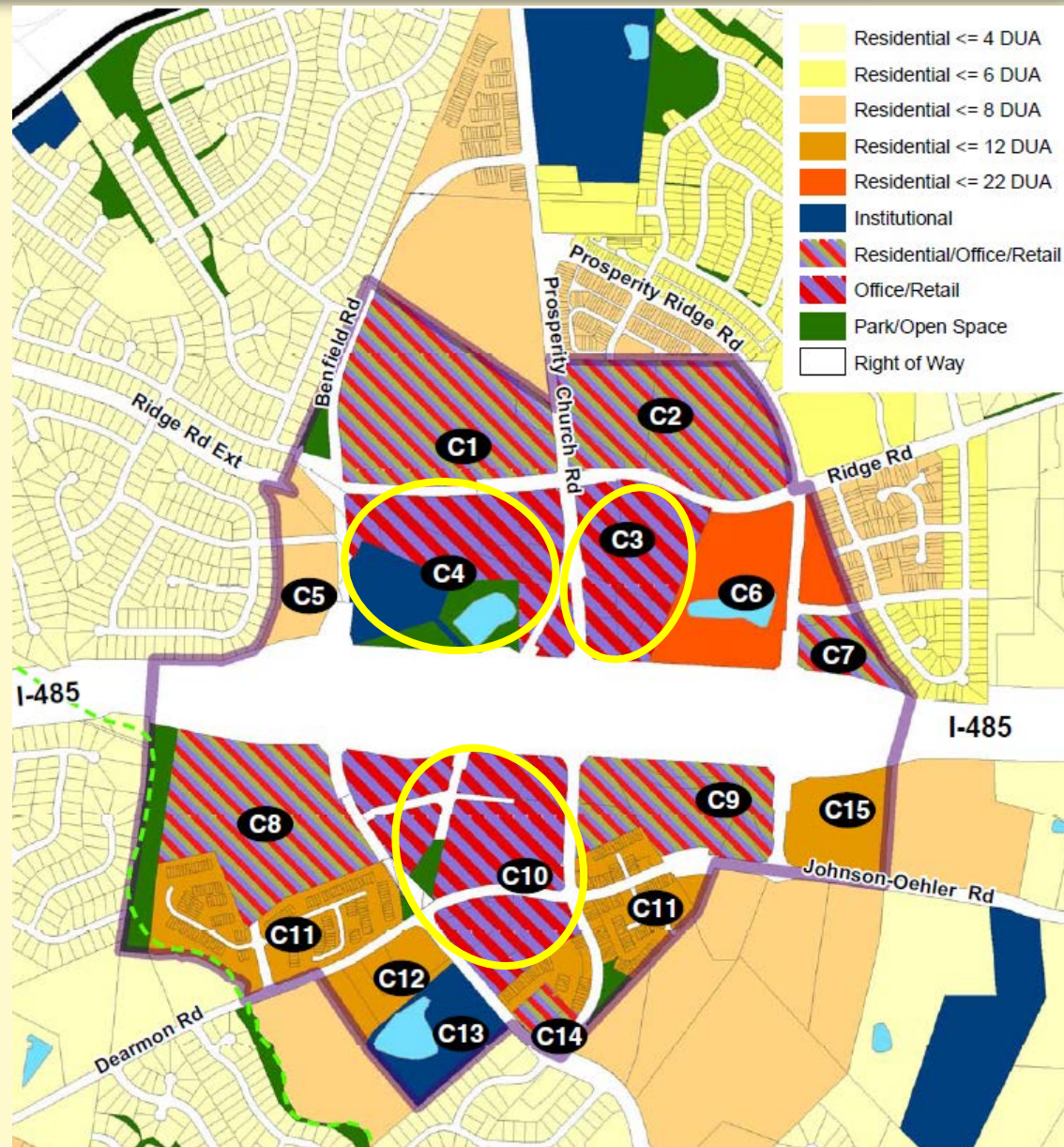


Policy Area C2: Northeast of Ridge and Prosperity Church Roads

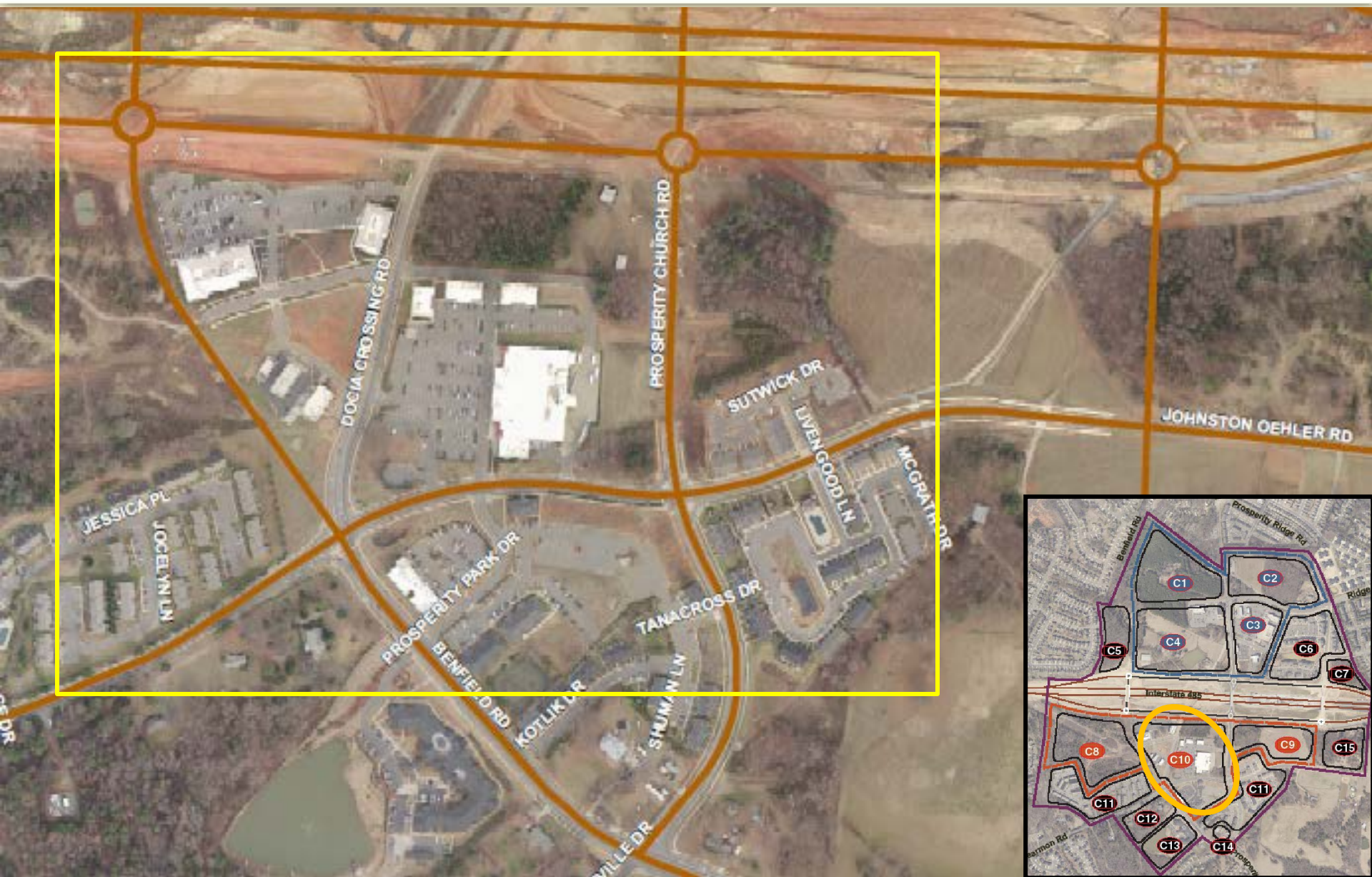


Sites with existing shopping centers or other development

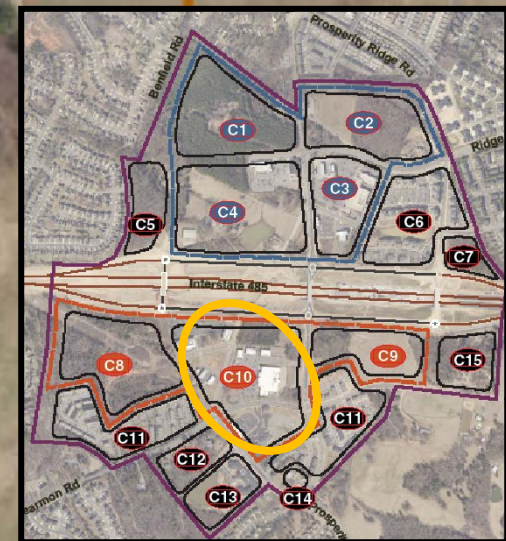
- Mixed Use: Retail, Office, Residential. Institutional also appropriate.
- Residential only allowed if part of **vertical** mixed use.
- Retail anchor uses permitted in some areas while also providing small shop space.
- New drive-through facilities and gasoline pumps generally limited to I-485 frontage roads, with design standards.
- Internal street network.
- Buildings oriented to streets, with most parking behind; additional design standards.
- Open spaces and plazas, connected to each other.



Policy Area C10: Southwest of Prosperity Church Road and I-485



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Policy Area C10: Southwest of Prosperity Church Road and I-485



Streetfront Retail/Office

fronting on extended Prosperity Crossing Road provides a pedestrian experience and street connectivity through the Core of the Activity Center.

Small Open Space

at strategic locations throughout the Activity Center improves the pedestrian experience.

Retail/Office Uses

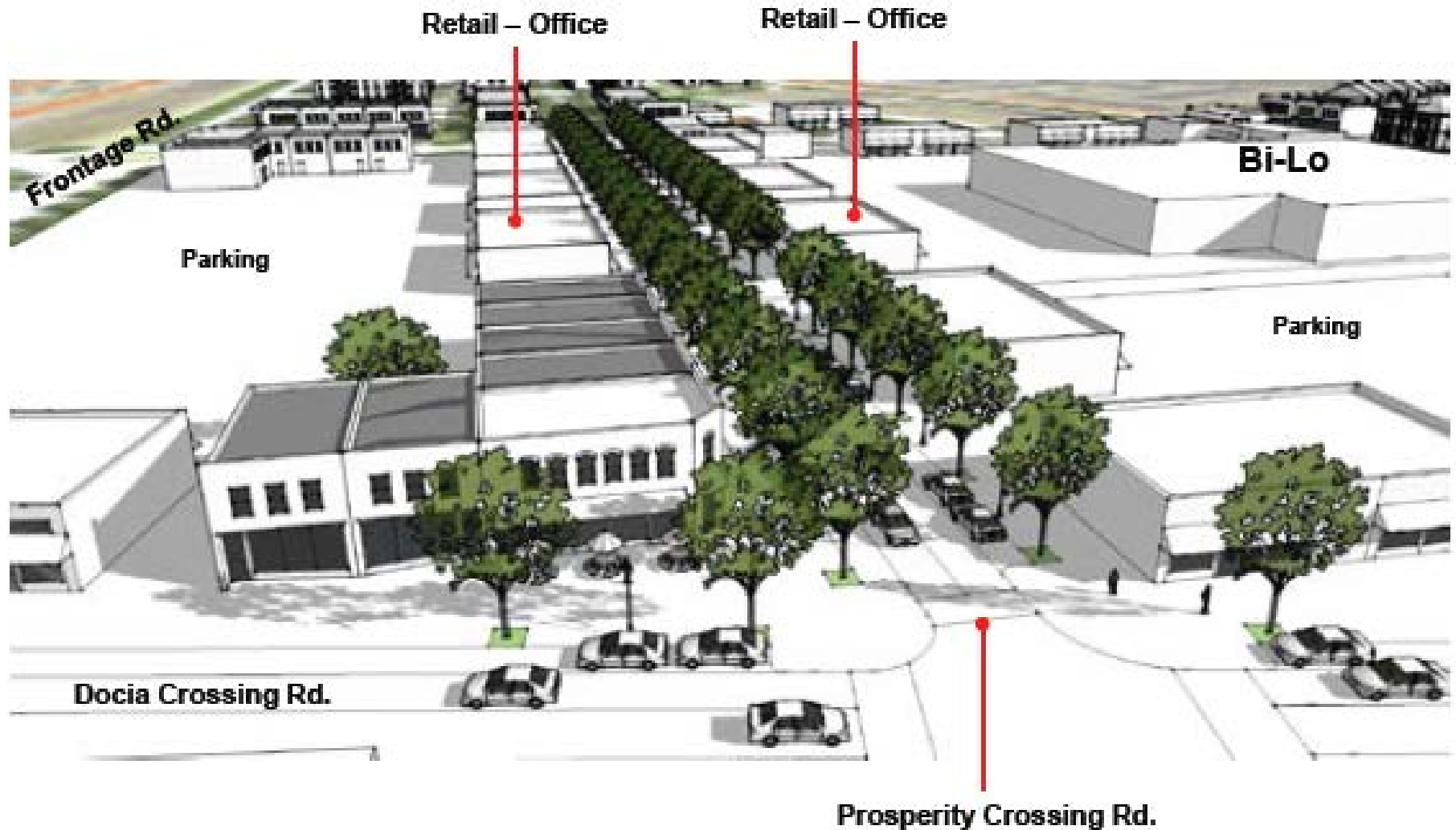
built on available land serves to screen the existing grocery store loading area.

Open Space Element

added on former right of way of what is now Dokia Crossing can become part of a network of connecting open space between parcels.

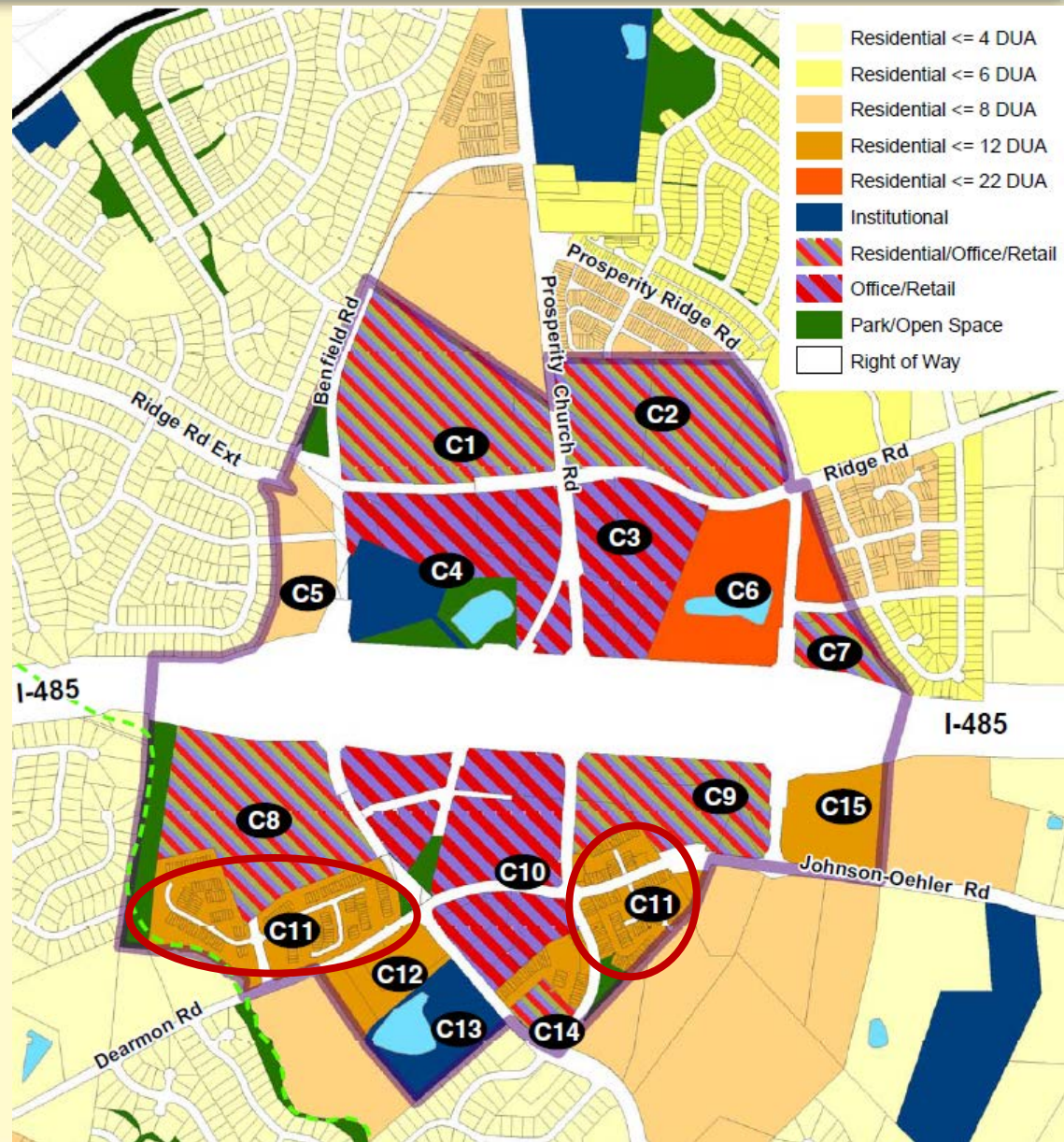
Sketch showing the extension of Prosperity Crossing Road, and streetfront mixed use development facing onto it. Small open spaces add to the pedestrian experience.

Policy Area C10: Southwest of Prosperity Church Road and I-485



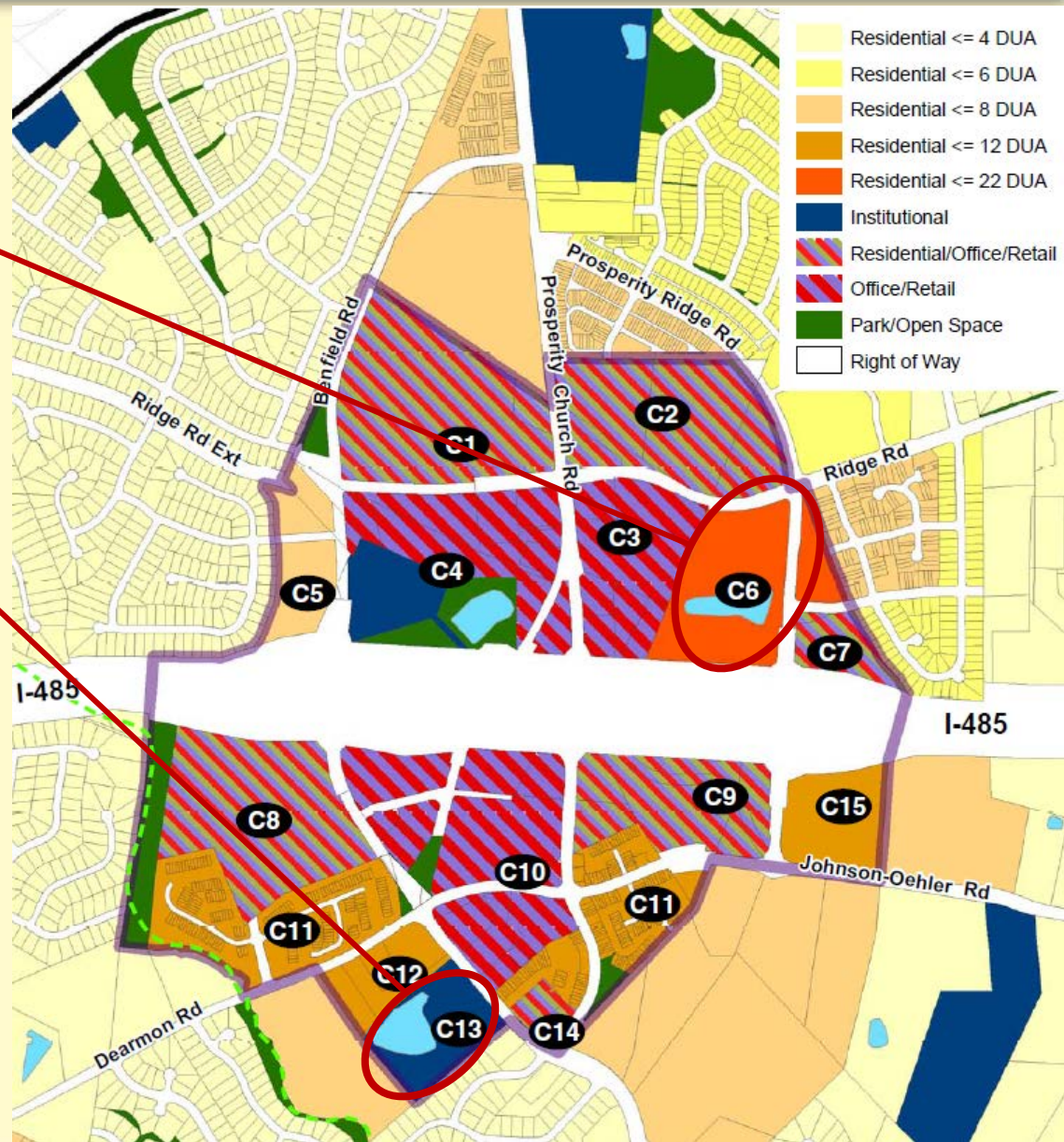
Existing and planned townhouse developments

- Residential at a townhouse density. Apartment buildings not appropriate.
- Internal street network.
- Buildings oriented to streets, with most parking, driveways, and garages behind; additional design standards.
- Small open spaces and plazas, connected to each other.



Existing intensive residential developments

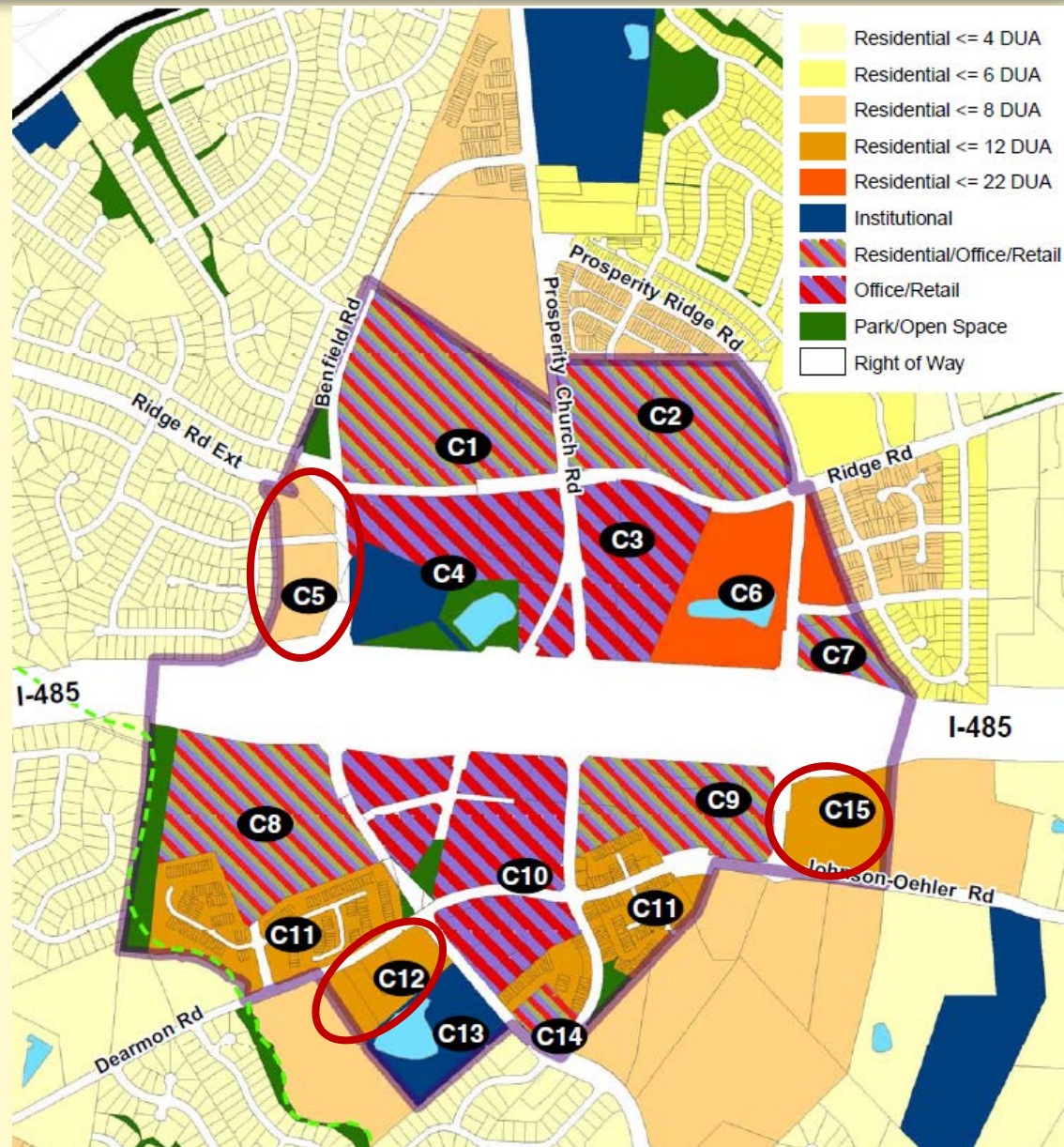
- C6 is a multifamily apartment development expected to remain. Provision for secondary Retail/Office as part of a mix on I-485 frontage with design guidelines.
- C13 is an seniors residential community expected to remain as an institutional use.
- Drive-through facilities and gasoline pumps not appropriate in these primarily residential areas.



Policy Areas C5, C12, C15

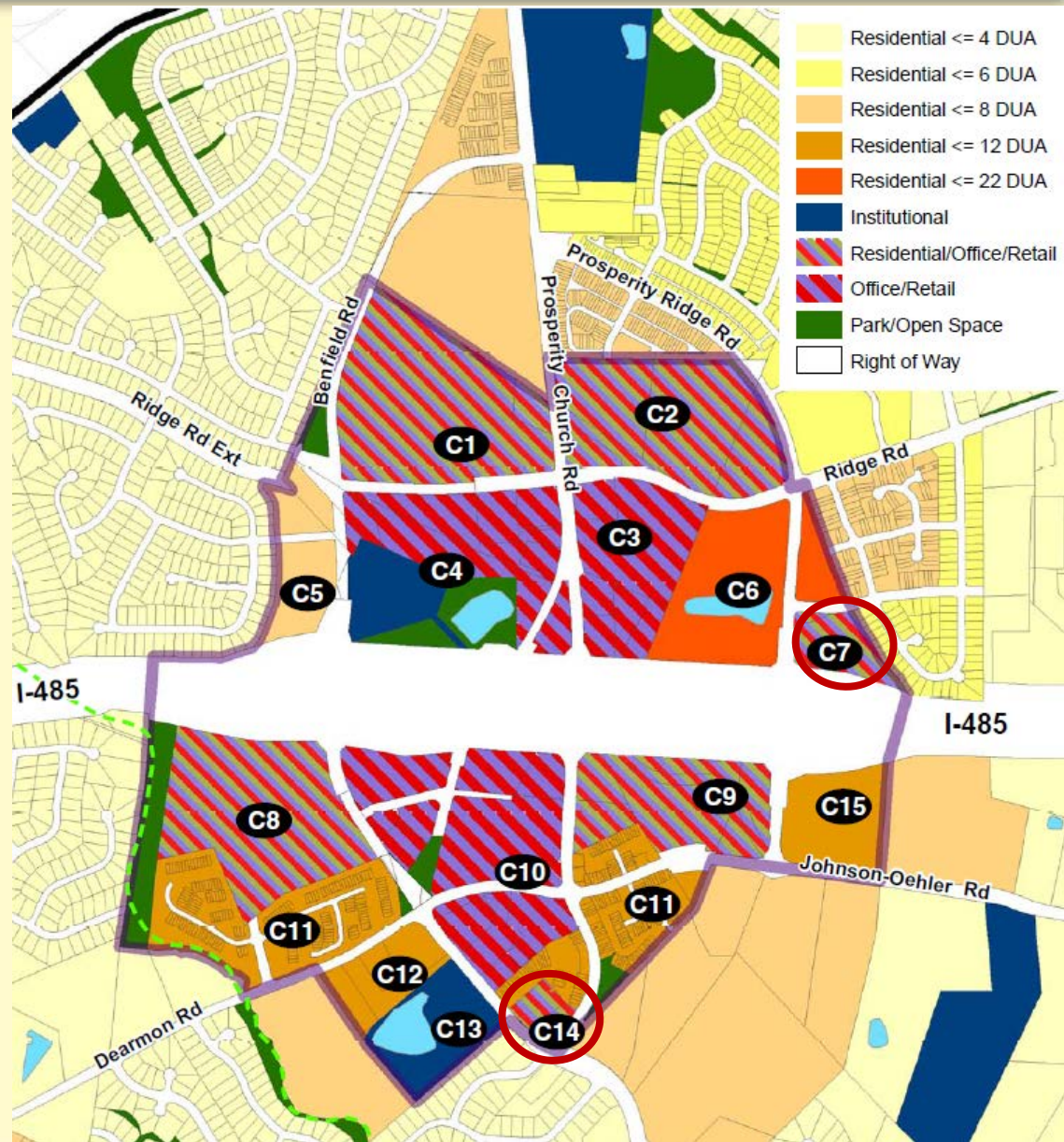
Properties at edge, adjoining neighborhoods

- Residential at a townhouse density. Provision for secondary Retail/Office use allowed only as part of a mix with residential, with design guidelines.
- Drive-through facilities and gasoline pumps not appropriate in these primarily residential areas.
- Buildings oriented to streets, with most parking behind; additional design standards.
- Small open spaces and plazas, connected to each other.



Properties at edge

- Retail, Office, Residential not to exceed townhome density also allowed. Institutional also appropriate.
- Drive-through facilities and gasoline pumps not appropriate due to residential adjacencies.
- Buildings oriented to streets, with parking behind; additional design standards.
- Small open spaces and plazas, connected to each other.



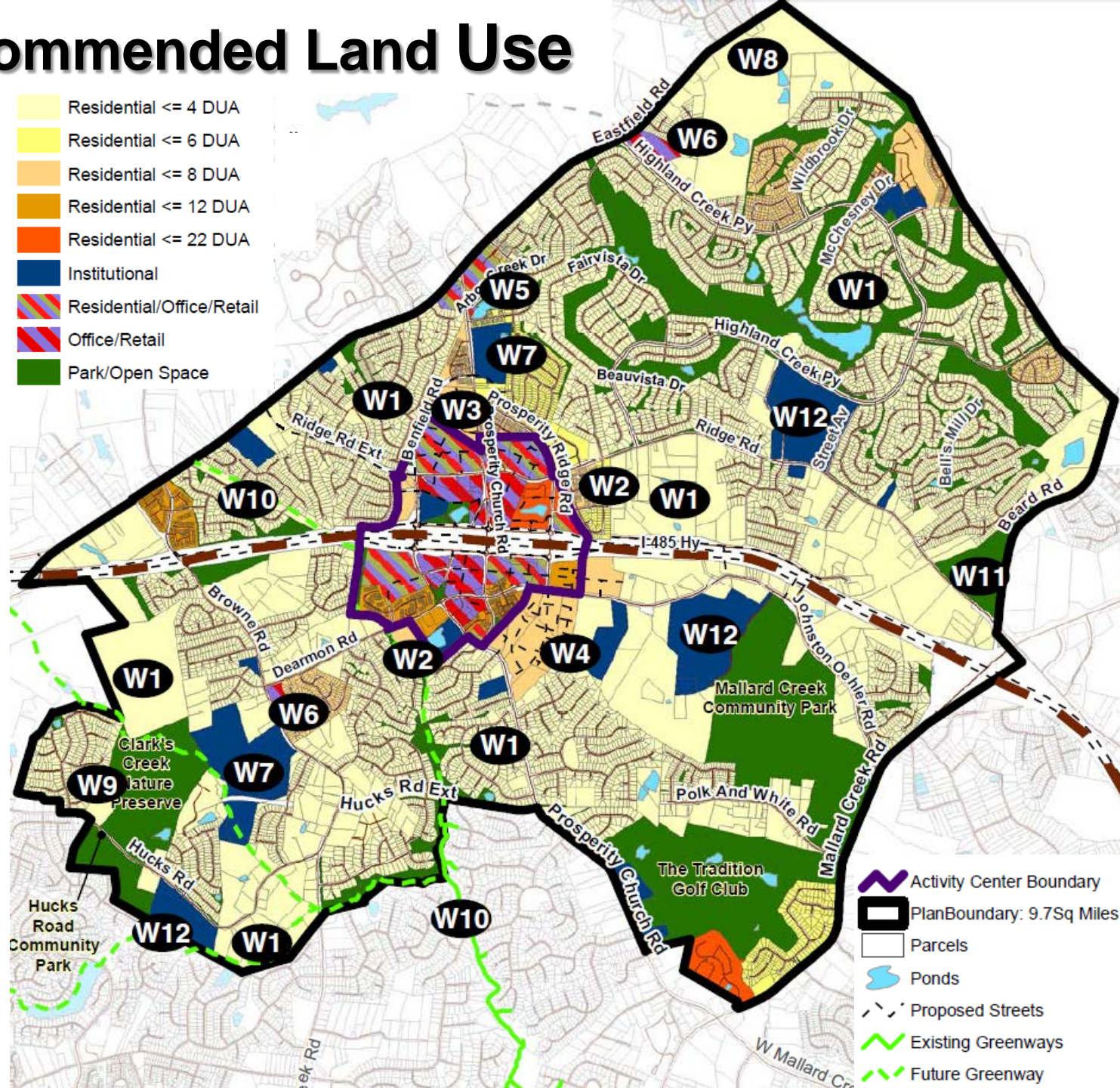
Vision for the Wedge

Neighborhoods are the backbone to the stability of the area. Continuing development in and around the neighborhoods will take into account its impact on the quality of life of area residents and protect the tree canopy.



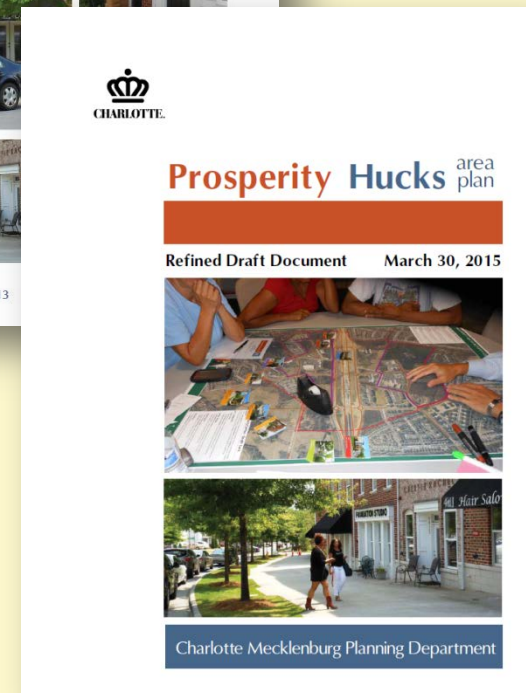
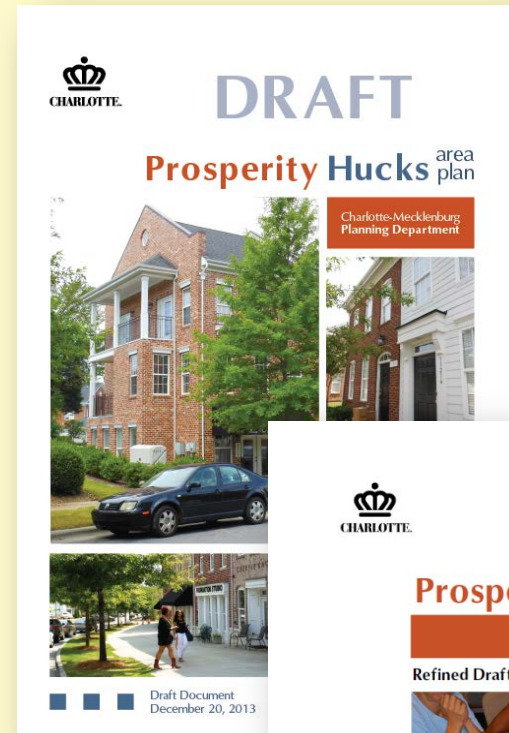
Wedge Recommended Land Use

- Few concerns expressed.
- Changes mainly to cover areas removed from Activity Center.
- Largely built out, but with scattered remaining parcels.
- Primarily single family residential with provision for small nodes of commercial or slightly higher density.



Addressing the Concerns

- New “Refined Draft” Plan addresses community concerns:
 - **Extent of multi-family development reduced and defined more precisely**
 - **Location and type of retail uses specified by area, including appropriate locations for anchor uses, drive throughs, and gasoline pumps**
 - **Level of detail in design guidance increased, and tailored to specific areas**
 - **Methods for provision of open space laid out in greater detail**
- Community was involved in the refined recommendations, and reception of the plan has been good to date.



Next Step: Planning Committee Public Comment

Prosperity Hucks area plan



Charlotte-Mecklenburg
Planning Department
600 East Fourth Street
Charlotte, NC 28202

The Charlotte-Mecklenburg Planning Department will hold a public forum to review and receive comments on the Refined Draft Prosperity Hucks Area Plan

Wednesday, April 15, 2015

Drop in between 4:00 pm and 7:00 pm

Crossway Community Church, 6400 Prosperity Church Road

Brief presentations at 4:30, 5:30, and 6:30 pm

An area plan is a policy document that provides the framework for future growth and development and serves as guidance for elected officials when making land use decisions. This plan recommends changes in the future use of property located within the plan area. This Refined Draft is consistent with discussions at the Community Workshop this past fall. See the map on the reverse side for the plan boundary.

The Refined Plan document is posted on the web at CharlottePlanning.org.

As part of the official plan adoption process, the Charlotte-Mecklenburg Planning Committee will receive public comments

Tuesday, May 19, 2015 at 5 pm

Charlotte-Mecklenburg Government Center

600 East Fourth Street, Room 280

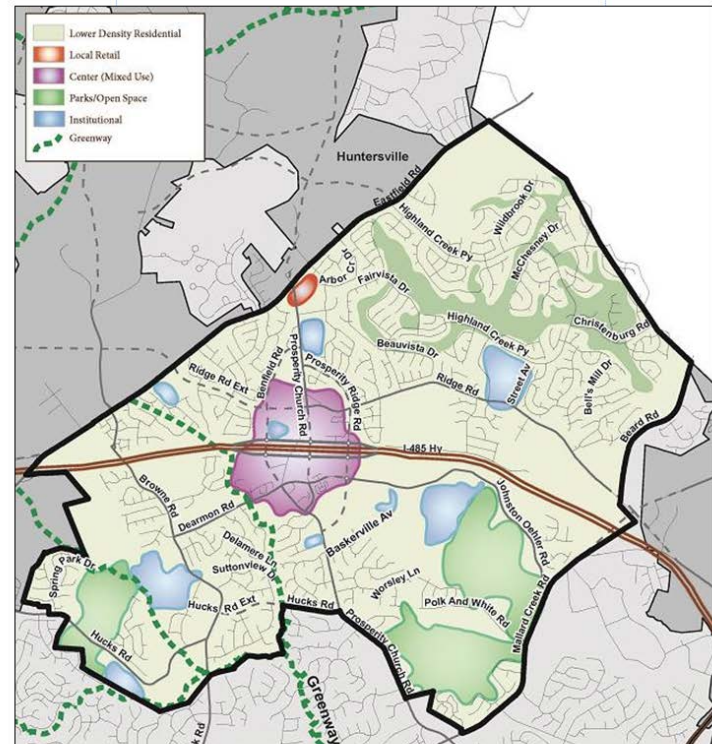
For more information, contact Kent Main at (704) 336-5721 or kmain@ci.charlotte.nc.us

Prosperity Hucks area plan



Public Review of Draft Plan: Wednesday, **April 15**, Drop in 4 to 7 pm
at Crossway Community Church, 6400 Prosperity Church Road
Brief presentations at 4:30, 5:30, and 6:30 pm

Planning Committee Public Comment - Tuesday, **May 19**, 5 pm
at Government Center, 600 East 4th Street, Room 280



2015

✓ April 15 – **Public Meeting**

May 11 – TAP Committee introduction

➡ May 19 – **Planning Committee public comment**

May 28 – TAP Committee referral to Council for public comment

June 16 – Planning Committee recommendation

➡ June 22 – **City Council public comment**

July 13 – TAP Committee recommendation

July 27

or Aug 24 – City Council Action

Questions?



Prosperity Hucks^{area} plan

Refined Draft Document March 30, 2015



Charlotte Mecklenburg Planning Department