



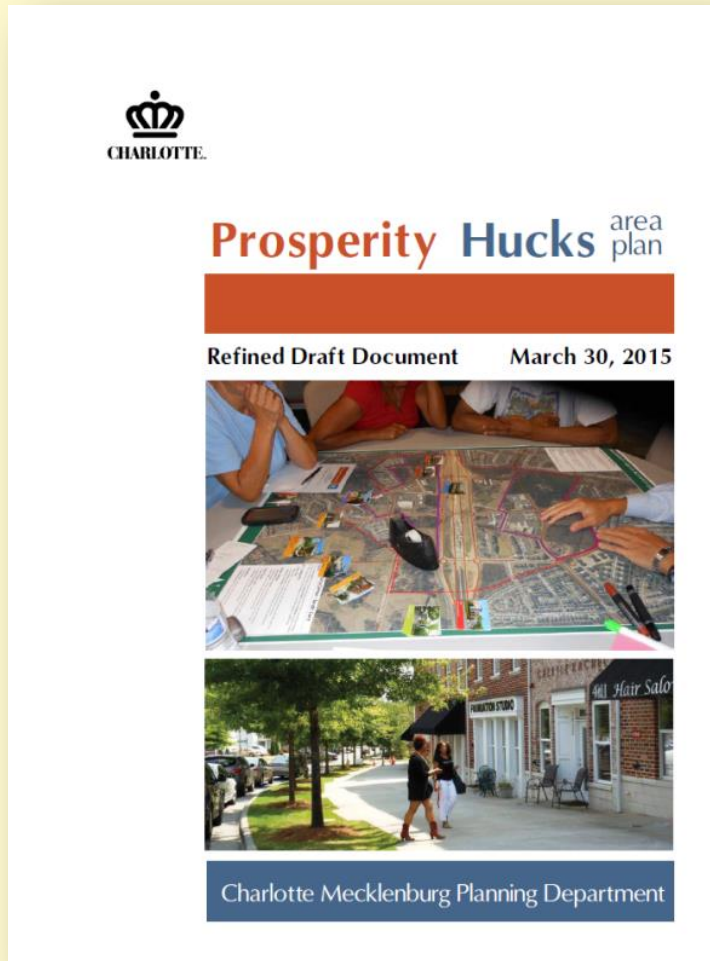
# ***Prosperity Hucks Area Plan***

Planning Committee Public Comment

*May 19, 2015*

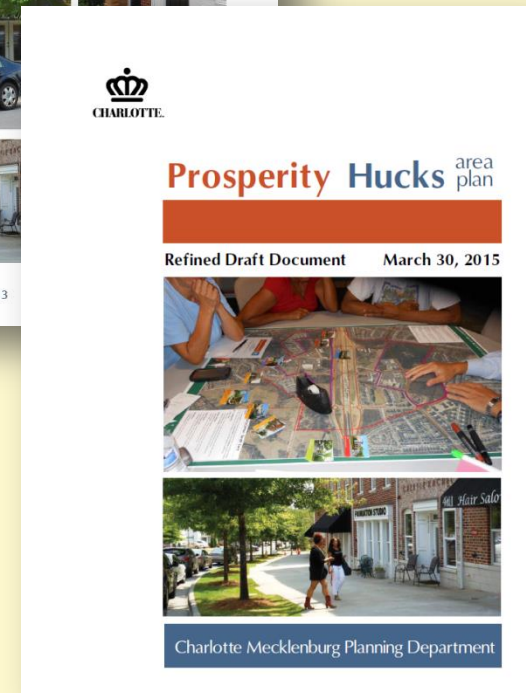
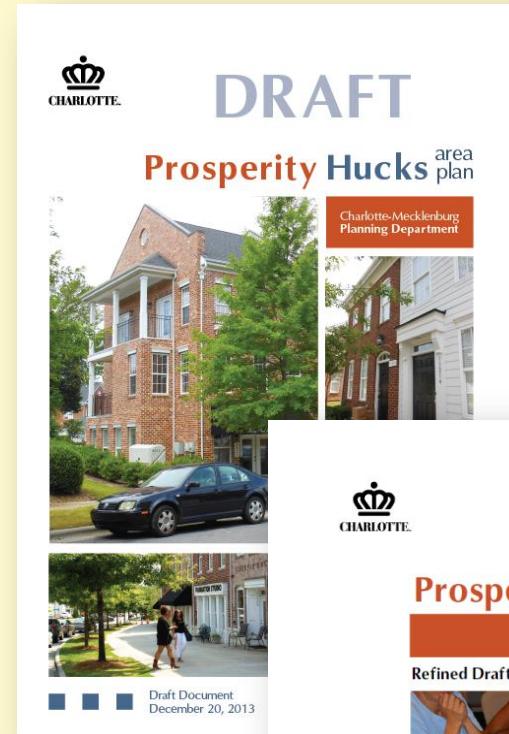
# Presentation Outline

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 completed in December 2013.
- Planning Committee recommended adoption of the Draft Plan in January 2014.
- Just prior to City Council public comment, 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 during the Spring and Summer 2014 to address concerns.
- New “**Refined Draft**” Plan addresses community concerns; provides greater detail in recommendations and design standards.



# Location & Policy Context

Policy Plans

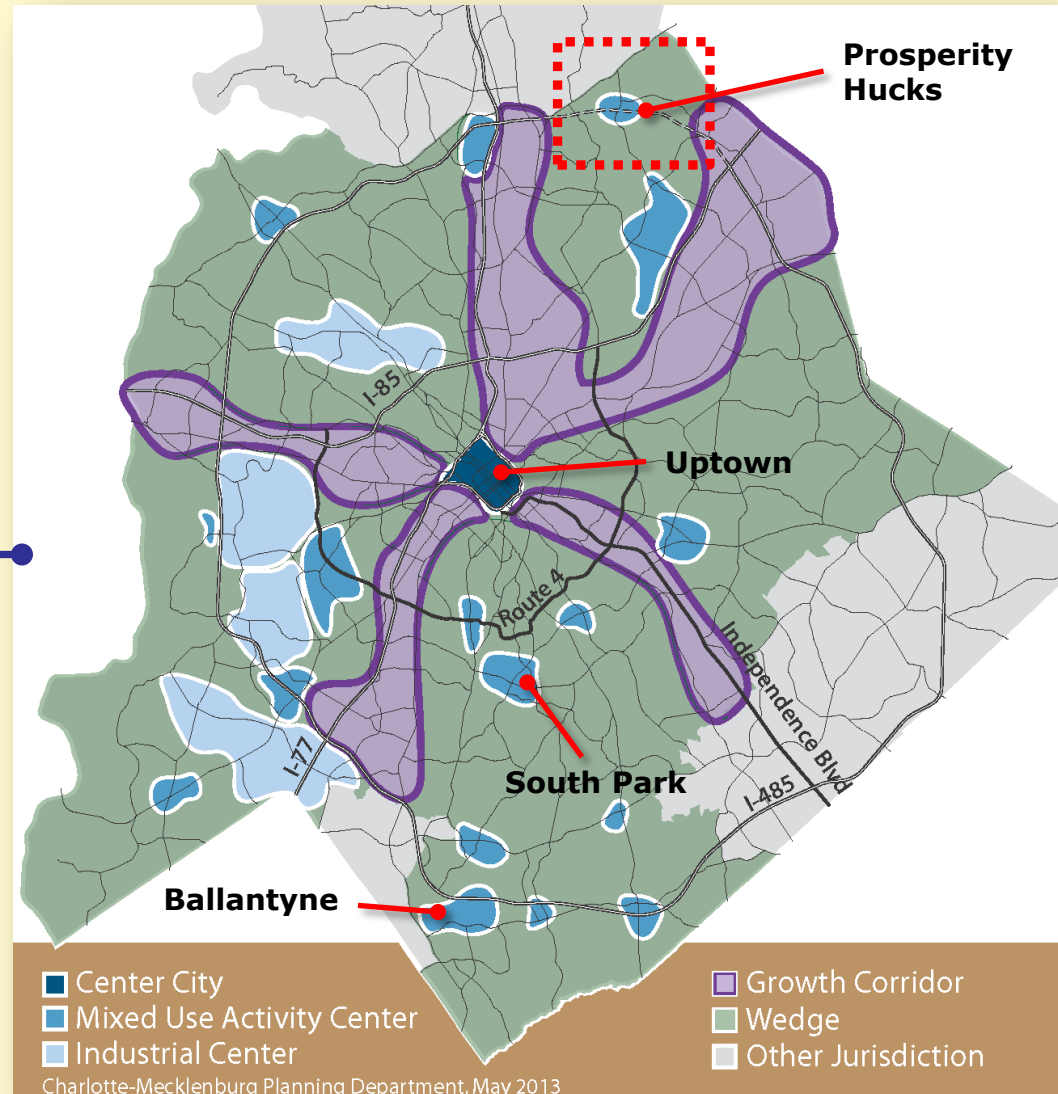
**Centers, Corridors & Wedges**  
Growth Framework

**General Development Policies**  
Guidance on Community Design

**Area Plans**  
Parcel specific Future Land Use

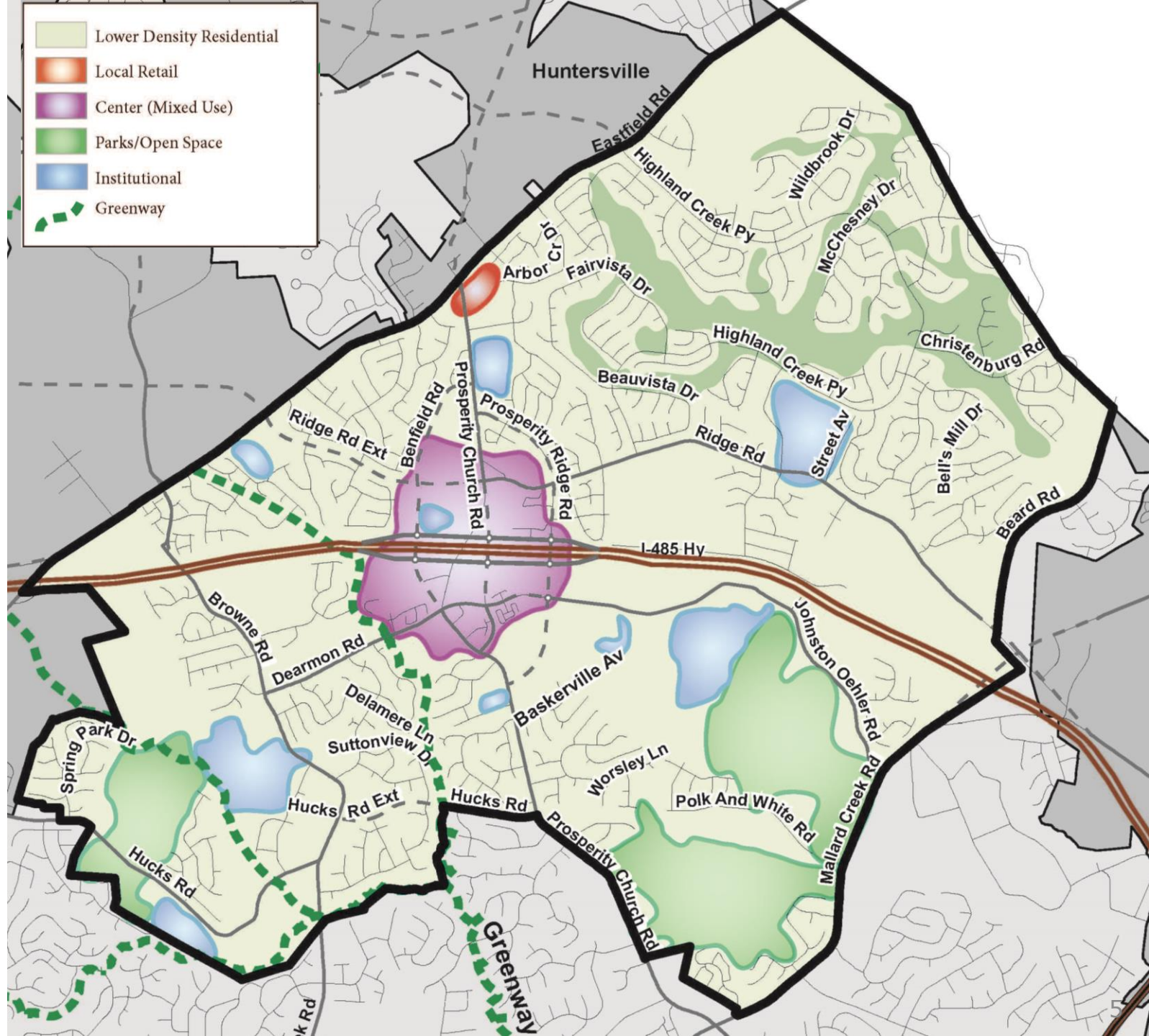
## Mixed Use Activity Centers:

- 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



# Transportation Plan

## Major Street Network

(parts still under construction)

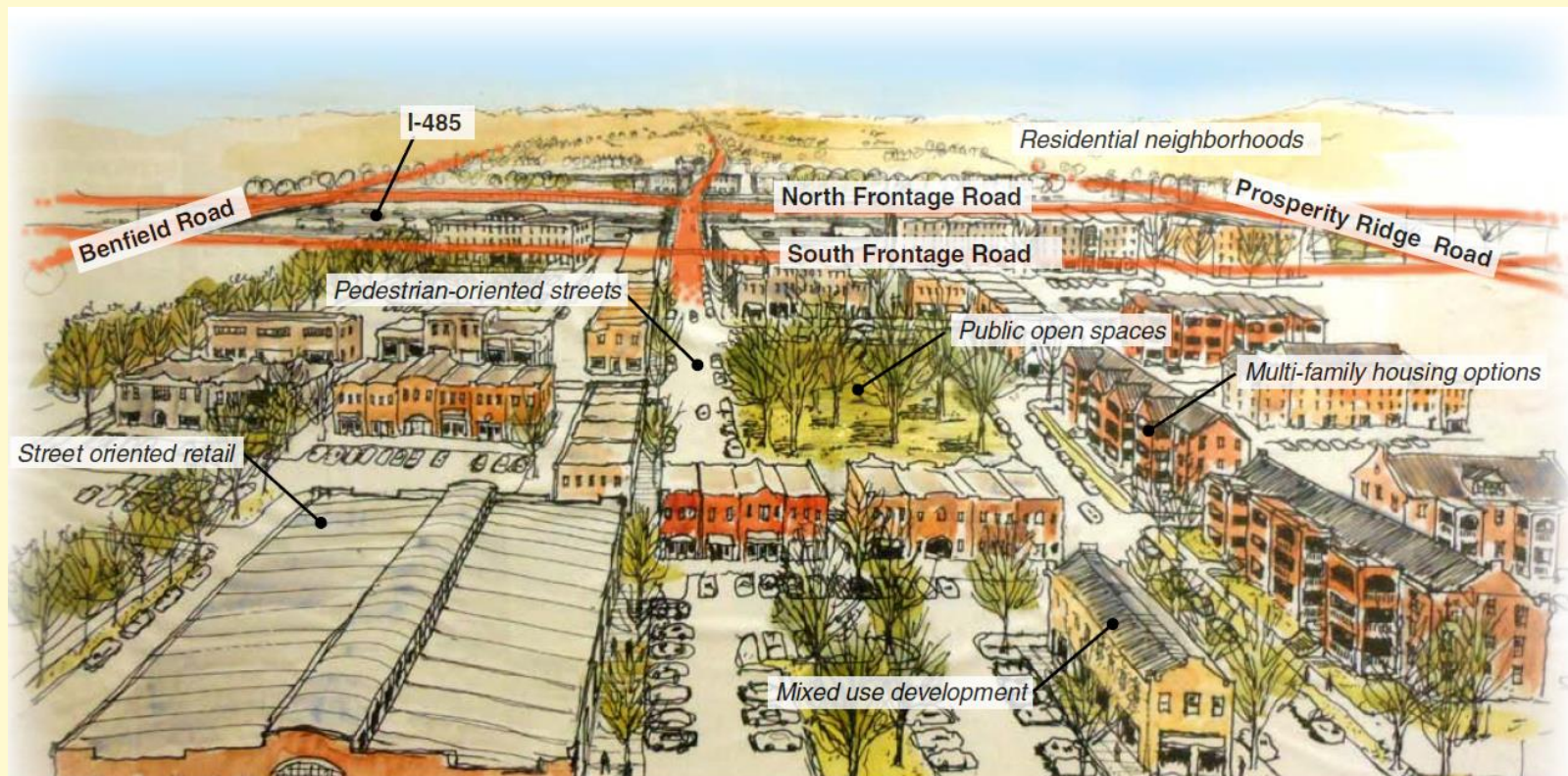
- Envisioned in the 1999 Villages Plan
- I-485 Interchange
- Relocated Prosperity Church Road
- Benfield Road
- Prosperity Ridge Road
- Ridge Road
- Johnston Oehler Road





# 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.*

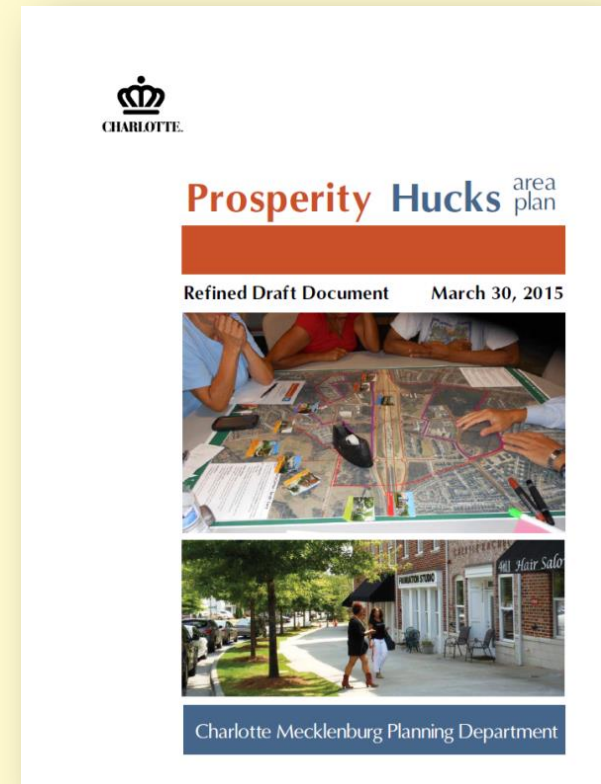
# Community Dialog

## 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

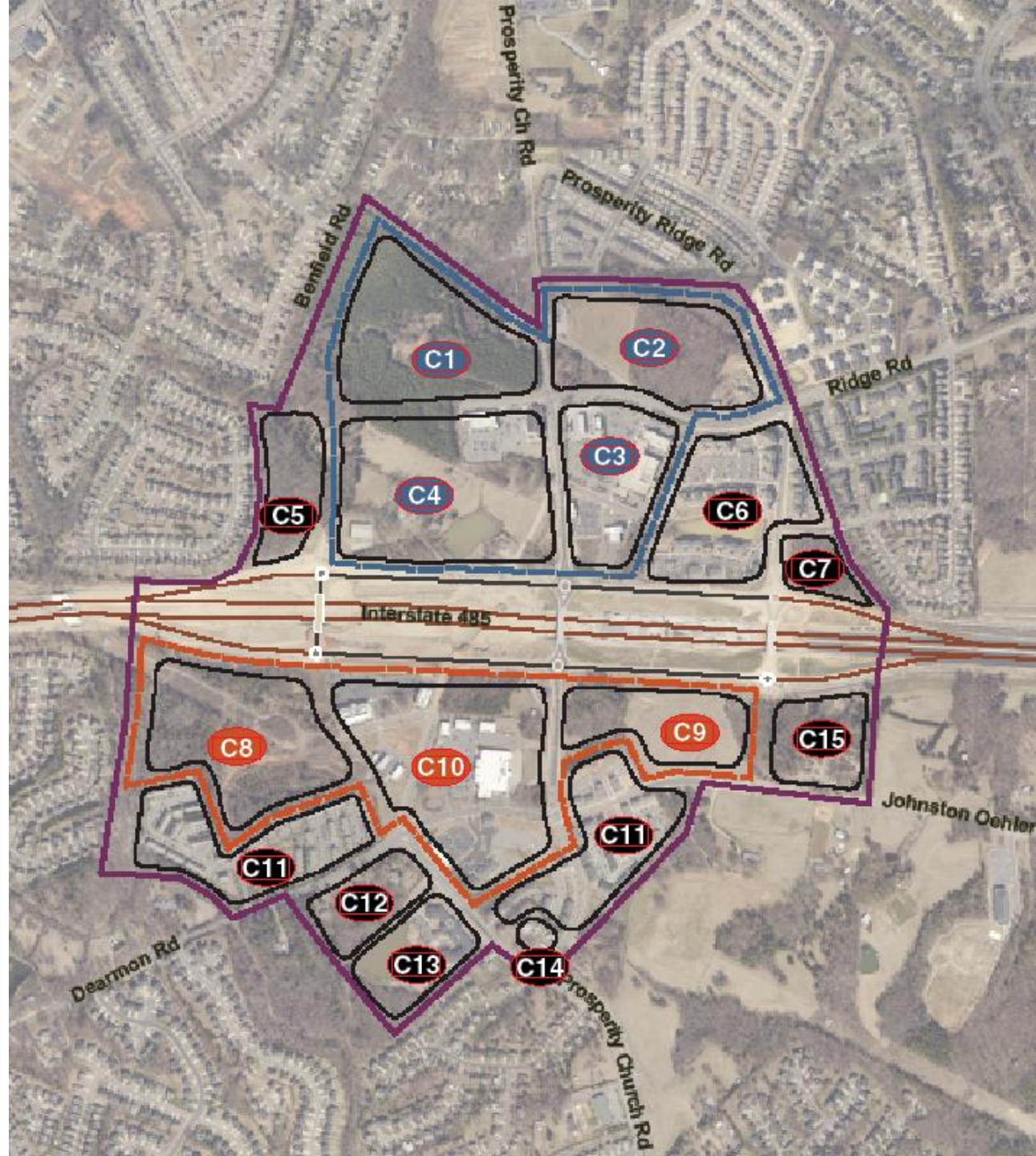
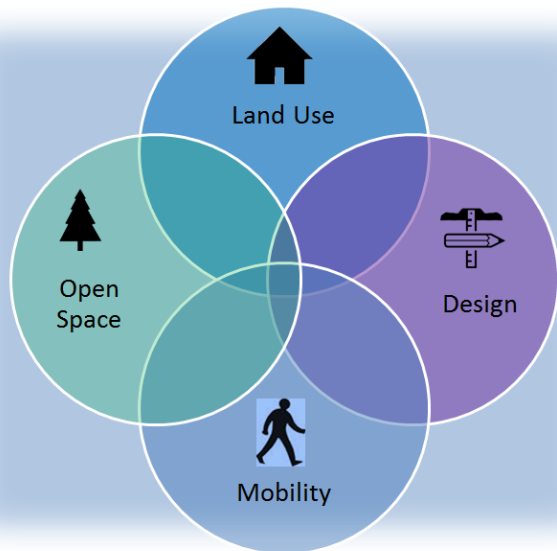
14 Teams... 70+ participants





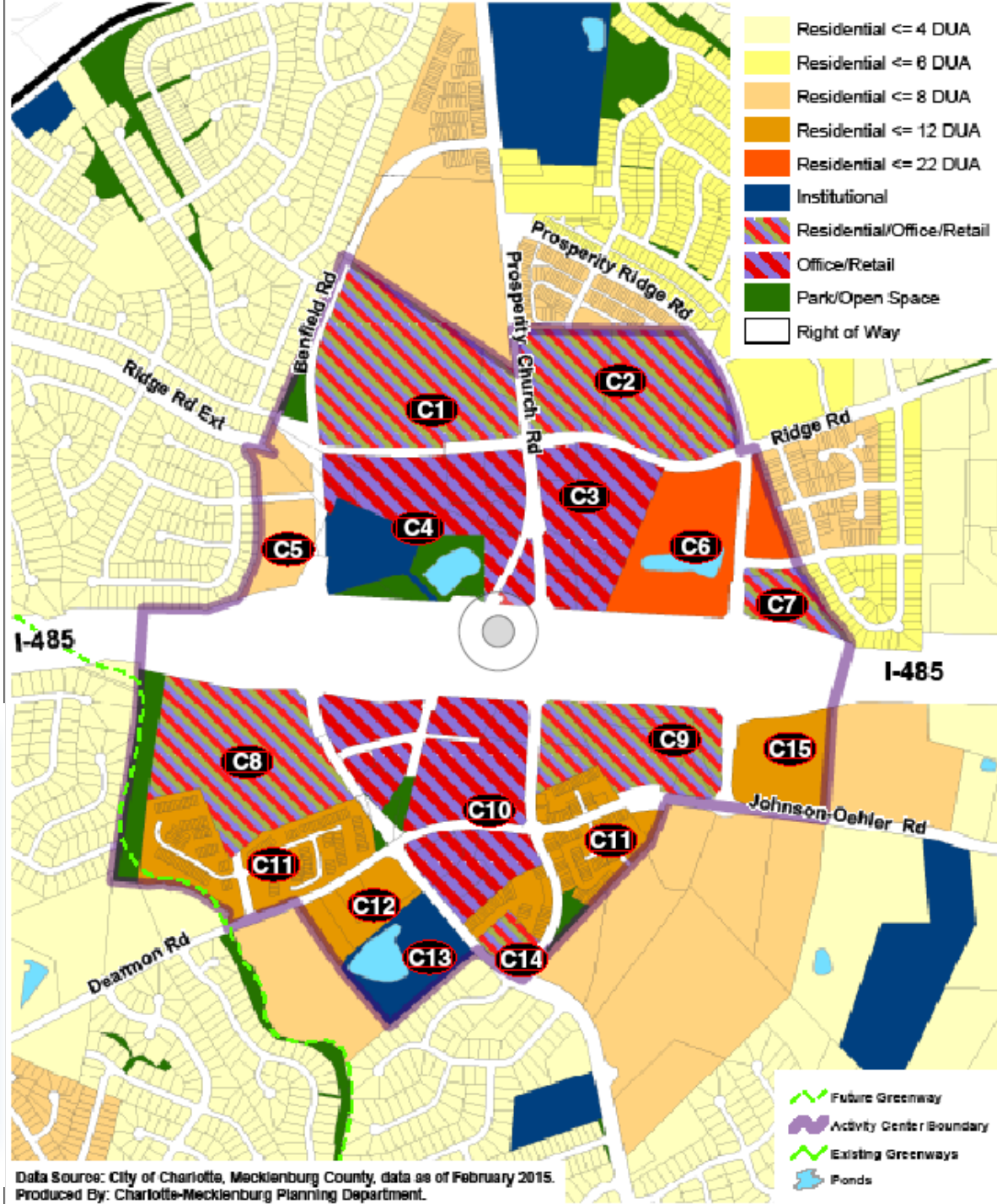
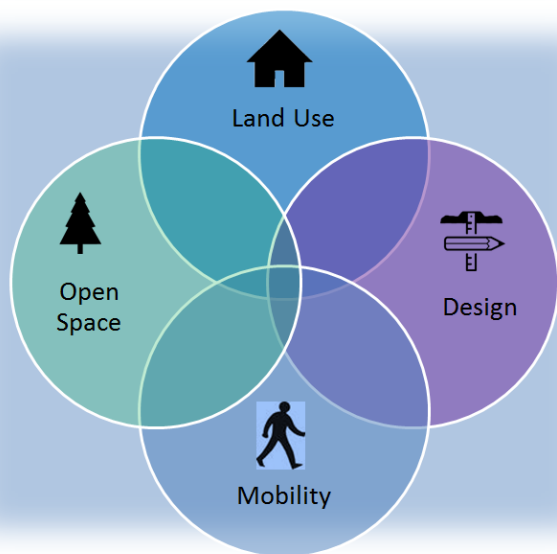
# Activity Center Policy Areas

- 15 Policy Areas
- Specific Policy Guidance
- Greater detail





# Activity Center Recommended Land Use

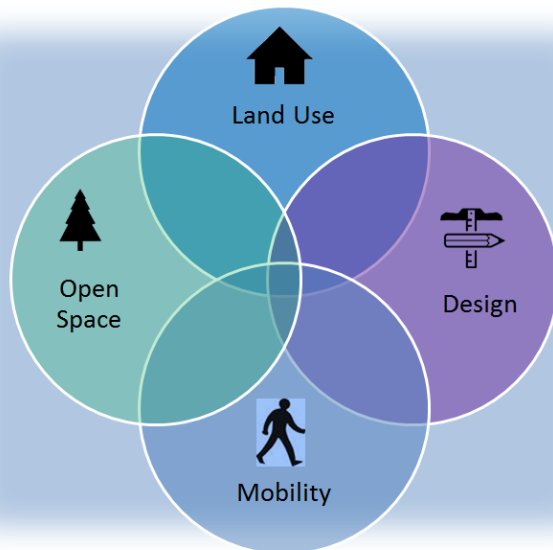
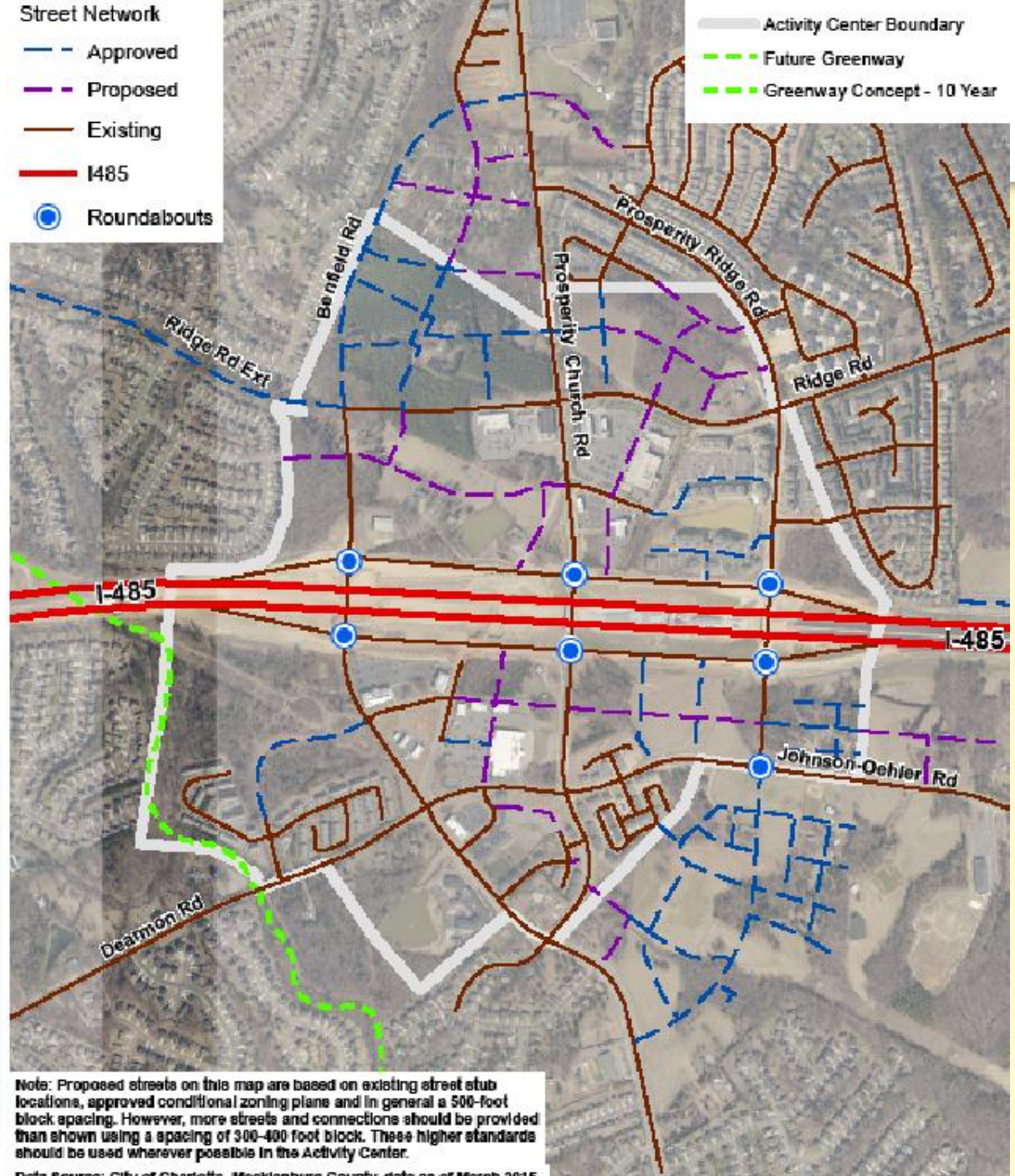




# Activity Center Street Network

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

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



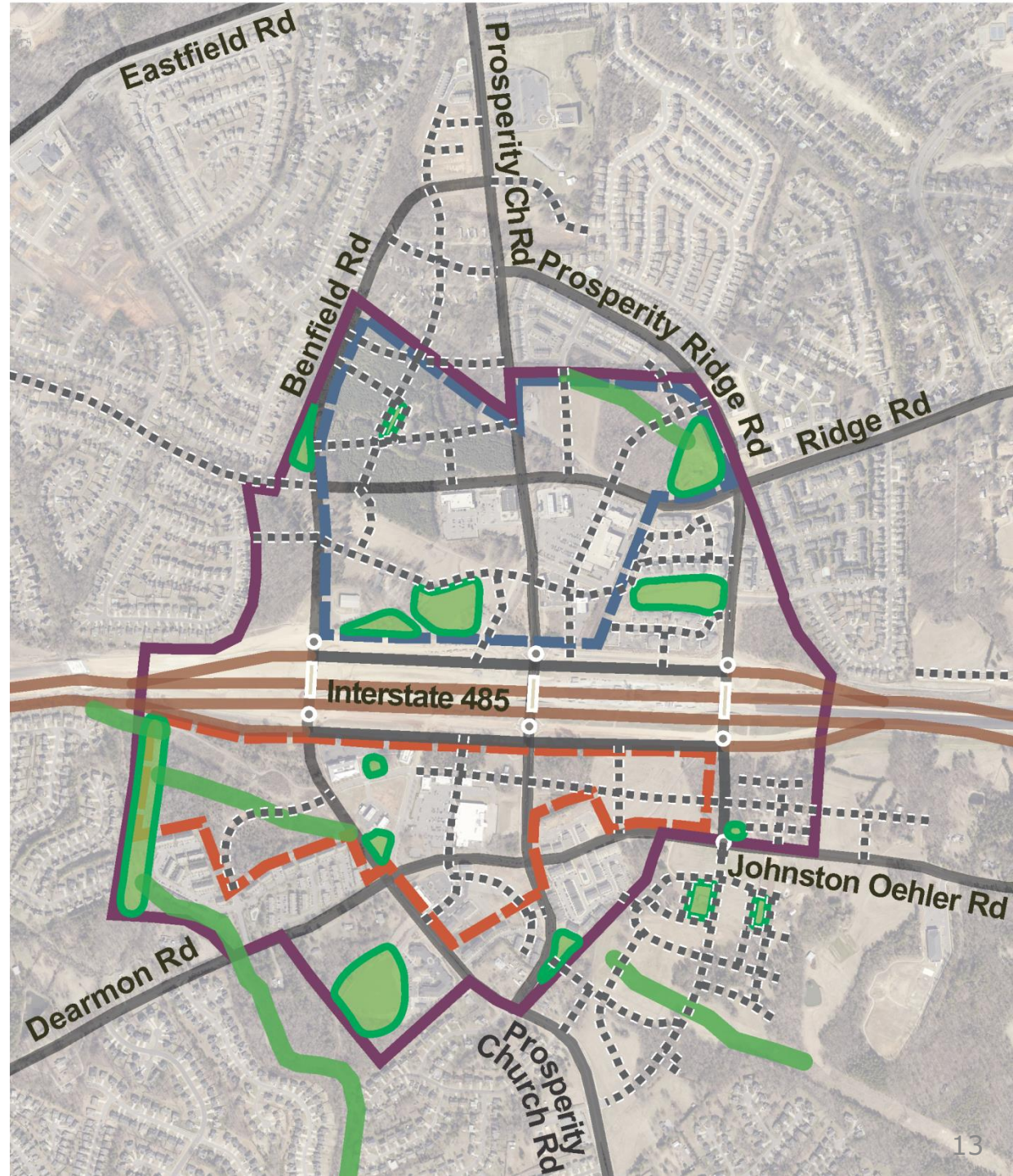
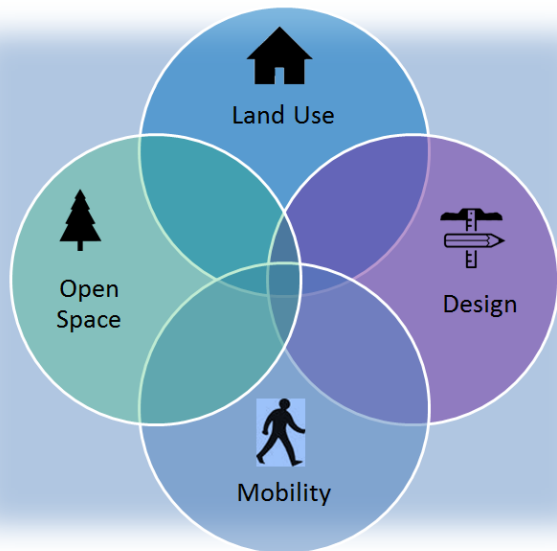


# Activity Center Open Space Framework

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.

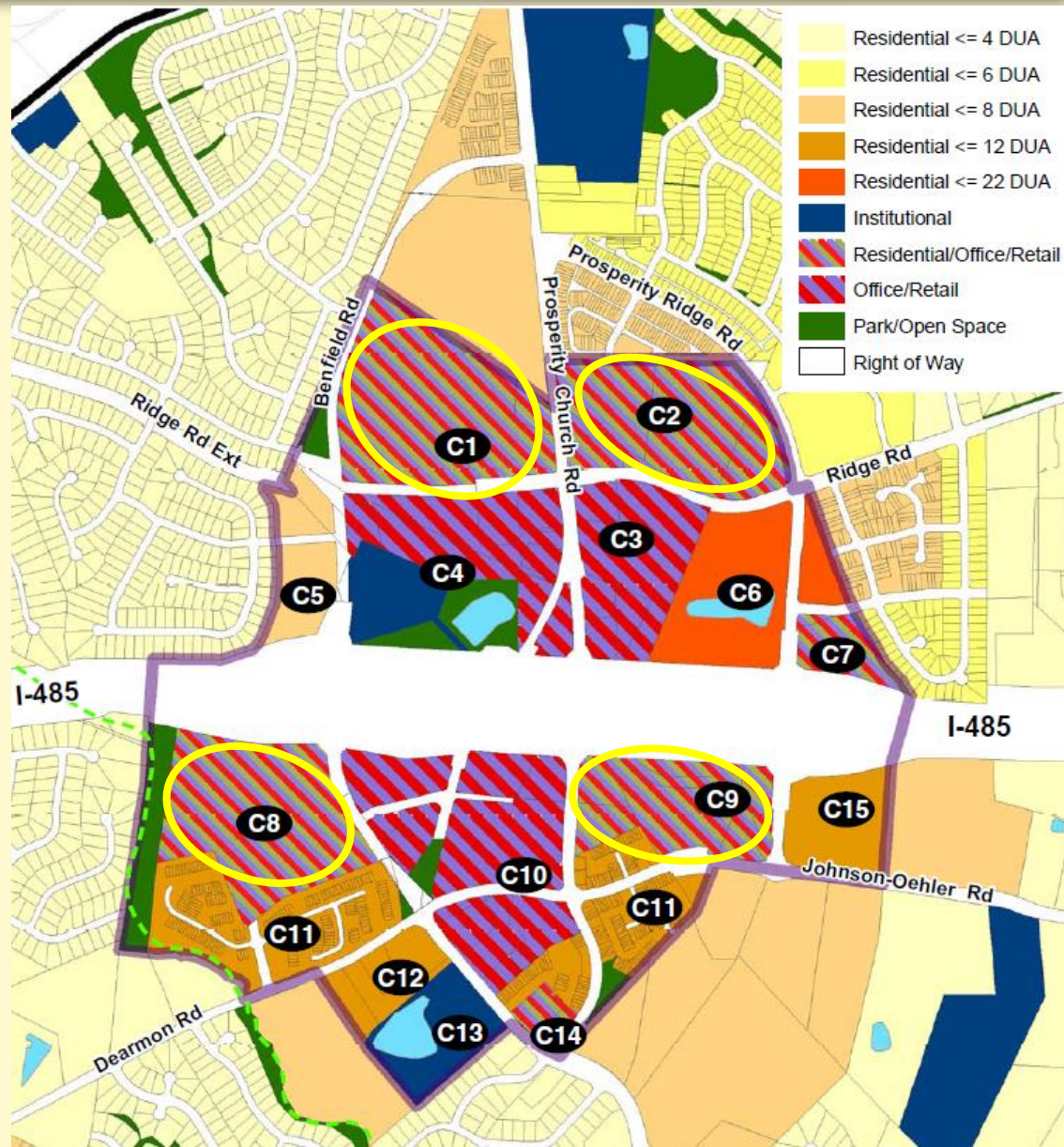




# Policy Areas C1, C2, C8, C9

## 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.

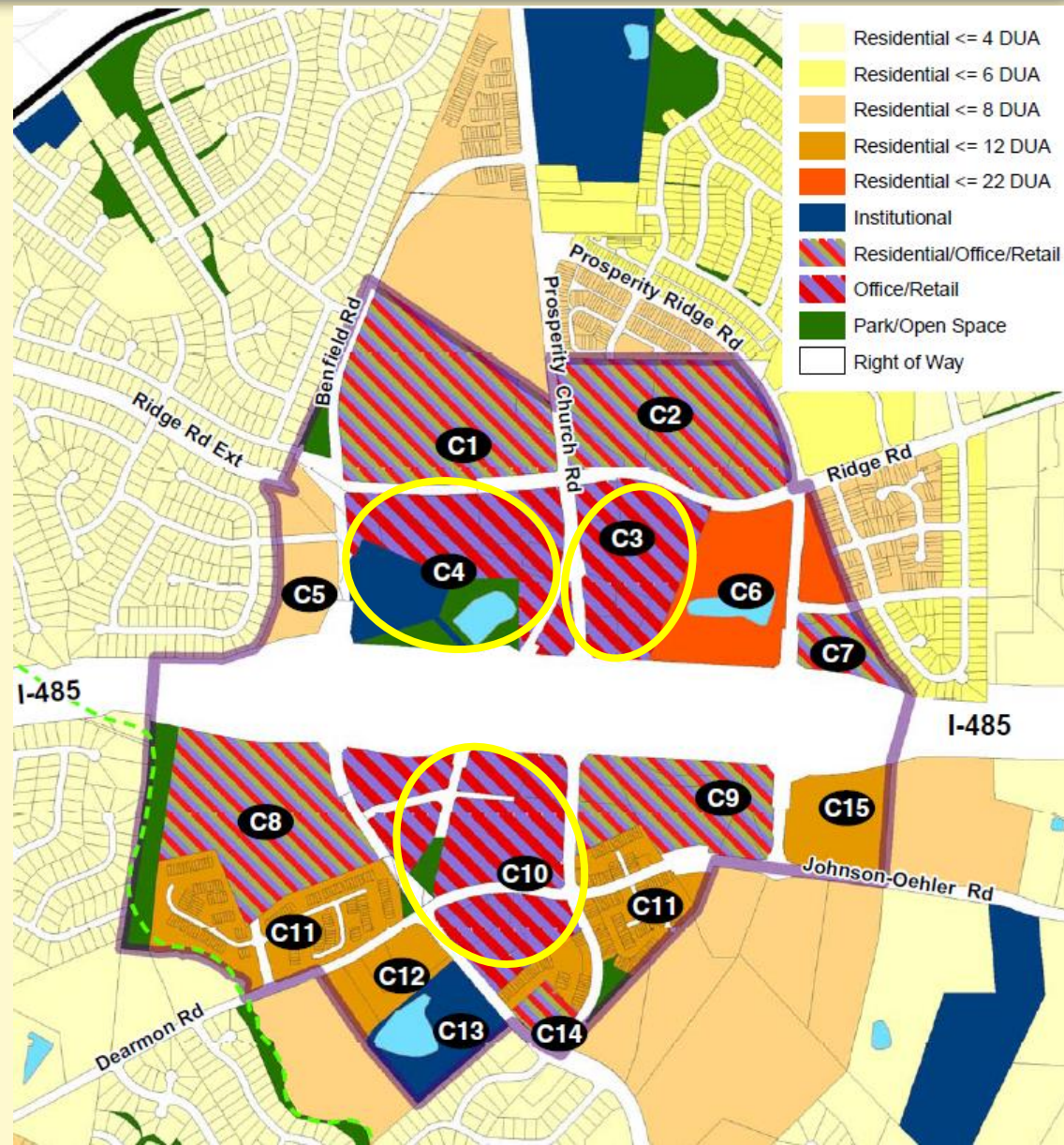




# Policy Areas C3, C4, C10

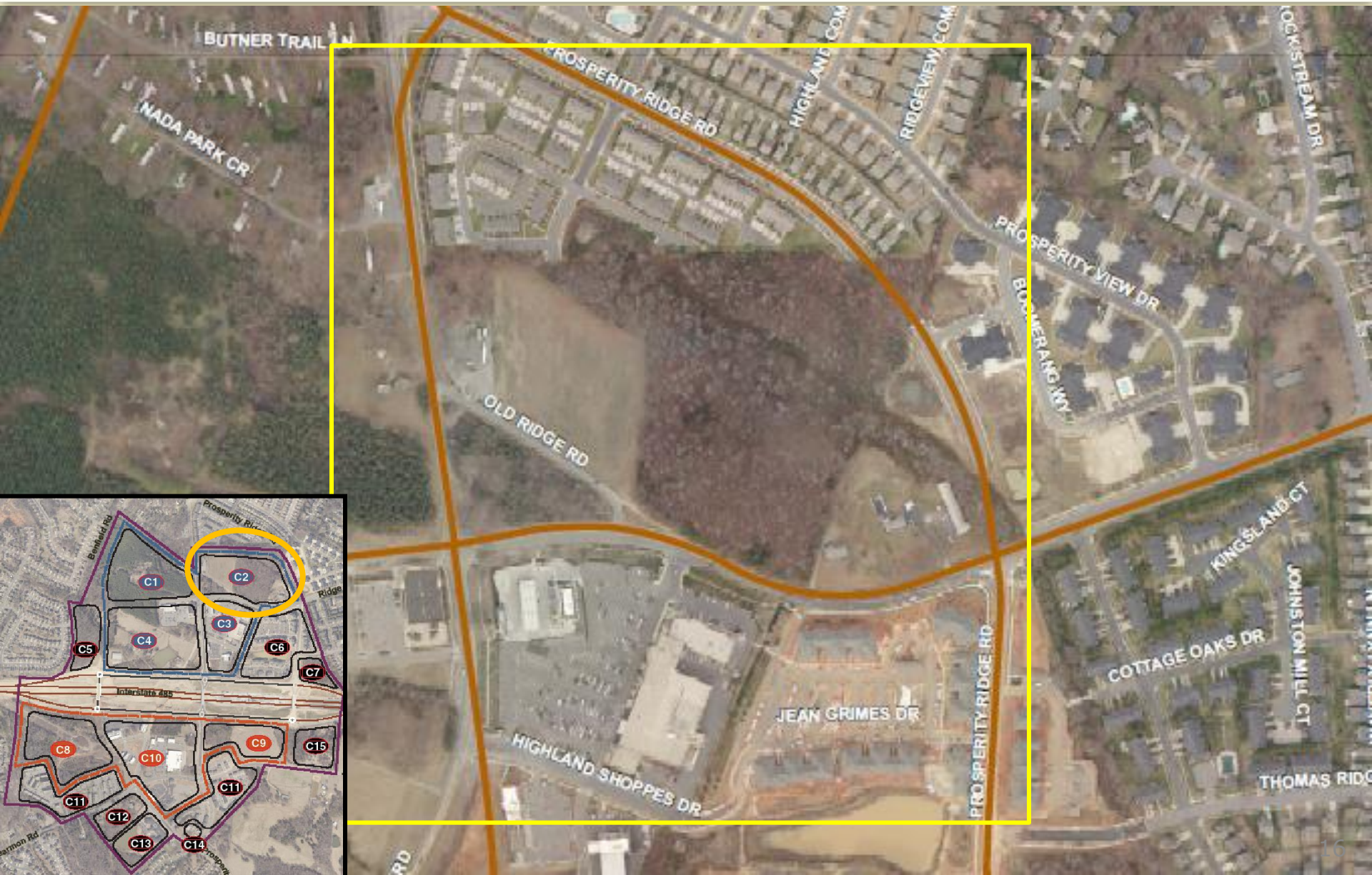
## Sites with existing shopping centers or other development

- 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 C2: Northeast of Ridge and Prosperity Church Roads





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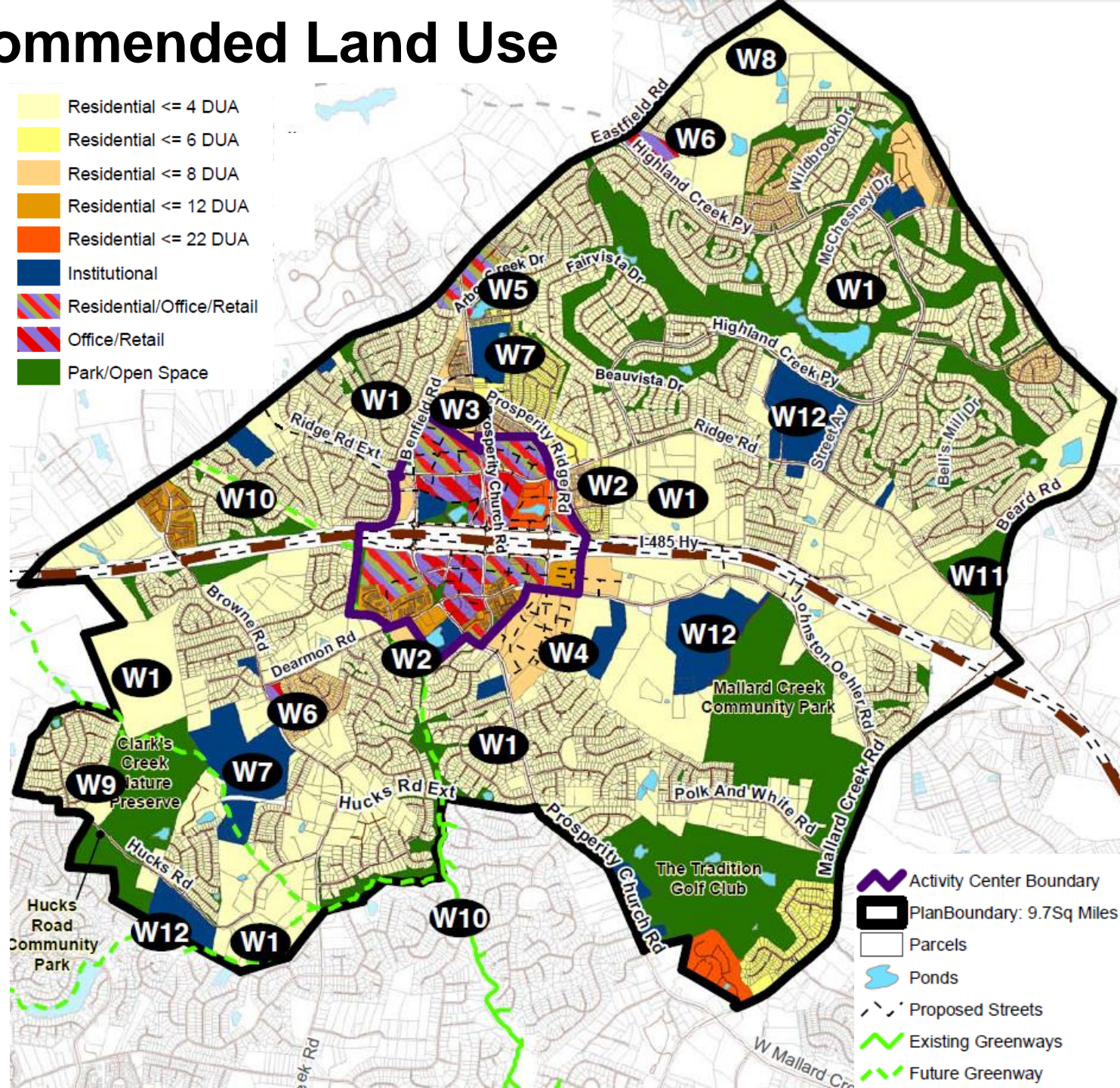
# Policy Area C2: Northeast of Ridge and Prosperity Church Roads





# Wedge Recommended Land Use

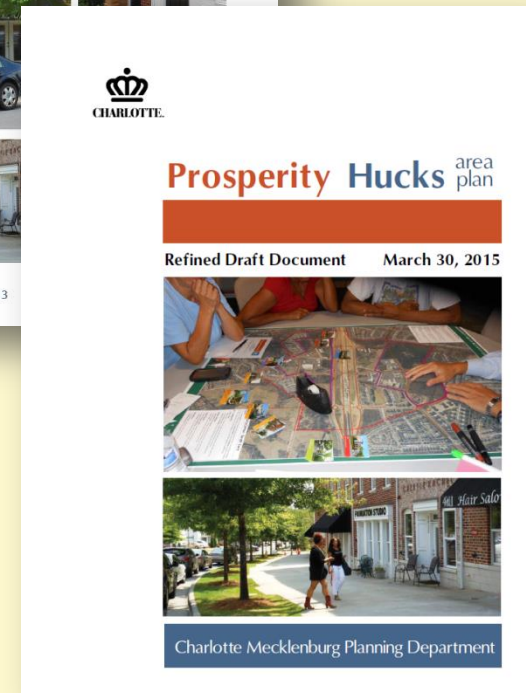
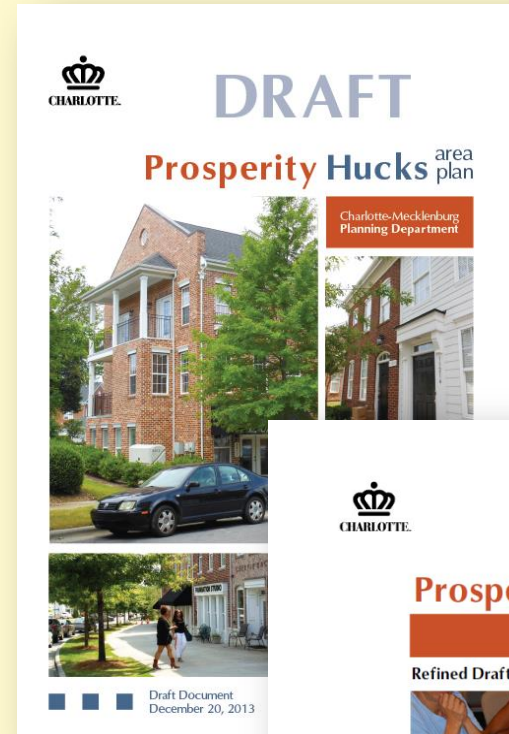
- Few concerns expressed.
- Changes mainly to cover areas removed from Activity Center.
- Largely built out, but with scattered remaining parcels.
- Primarily single family residential with provision for small nodes of commercial or slightly higher density.





# 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.





### 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 (Tentative)**
- 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