SC #4 Plan Framework Worksession May 20, 2020



Agenda

- Schedule & Public Engagement
- Draft Vision and Goals
- Draft Future Land Use Map & Character Areas
- Outline of Draft Recommendations
 - Land Use & Growth Management
 - Economic Development & Transportation
 - Parks, Open Space & Environment
- Discussion & Next Steps



Schedule

We are here

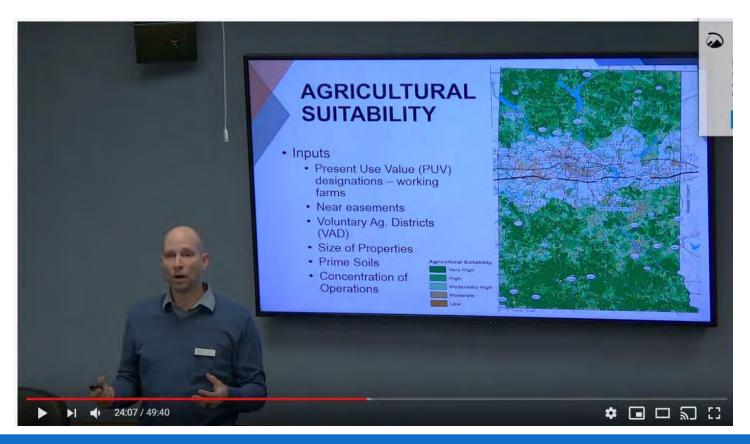
	2019							0							
TASK	Aug	Sep	0ct	Nov	Dec	Jan	Feb	Mar	Apr	Ma	Jun	Jul	Aug	Oct	Nov
1 - Project Initiation															
Plan Assessment/Data Gathering															
Kickoff Meeting, Stakeholder Interviews			7	(
2 - Analysis & Visioning															
Mapping & Analysis															
Community Assessment						-									
Community Survey (Part I)															
Vision Workshop							•//								
3 - Plan Development	-														
Framework															
Policy Recommendations															
Online Public Meeting & Comment Form											•	Δ.			
Draft Plan & Survey (Part II)											_				
Steering Committee Listening Session												V			
4 - Implementation & Adoption															
Implementation Strategies															
Plan Document Revisions															
Plan Adoption														교	i i

Public Engagement Plan

Revised per COVID-19

- Phase 3 Public Engagement (in scope)
 - Community Open House (will likely be online)
 w/framework comment form
 - Survey Phase 3 when draft plan is available
- Additional engagement tasks may be approved and funded by staff or council
 - Public meeting(s) with special processes (i.e. registration for 30 min slots)
 - Facebook advertising for online meeting

Online Community Open House



An online event using Facebook Live and/or Youtube could be an alternative to an in-person public meeting. A recent Facebook Live event led by Stewart resulted in 700+ viewers

Online Community Open House

- Presentation of plan framework
 - Livestreamed presentation of key plan components
 - Opportunities for commenting and submittal of questions
 - Recording of presentation to be reviewed later w/commenting opportunities



Vision and Goals



SC Worksheet (Vision & Priorities)



SC Quotes

"the most livable small city in NC"



SC Quotes

"A vibrant and visually attractive community."

"Preserve/protect existing tree canopy, natural areas and watershed while providing more greenways and connected green spaces."

"Create a vibrant, pedestrianaccessible downtown with restaurants, retail and housing options."

SC Quotes

"Manage growth, especially in low intensity areas."

"Drastic change in answers to the survey questions: 'How do you currently travel?' and 'How would you like to travel?'...the option to 'Drive' was practically cut in half in each result."

"top flight public services"

"Continue road improvements and focusing growth in high density areas to bring in quality employers."

Survey - Top Considerations for the Future

- 1. Traffic and congestion 63%
- 2. Growth management 40%
- 3. Maintaining public services 32%
- 4. Creating safe walking, biking, and transit options 32%
- 5. Improvement of the historic downtown area 28%

Draft Vision Continued

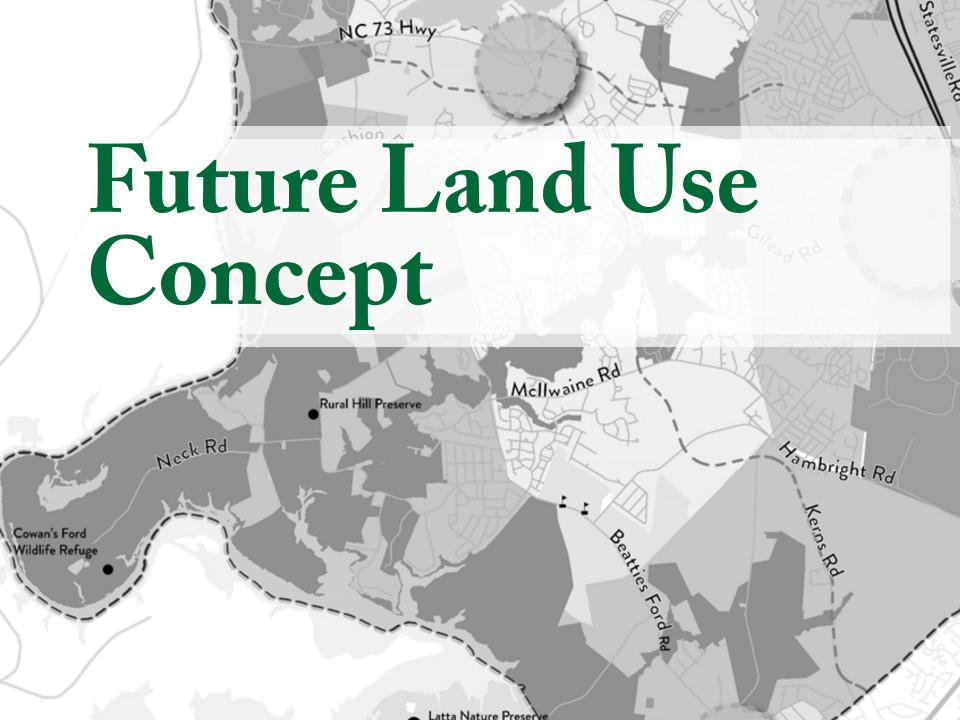
By 2040, Huntersville will be a vibrant community that provides attractive options for its residents to live, work, play, and grow. The town has spent the past decades being proactive about guiding growth and development and pursues the highest level of excellence in place making, building design, streetscapes, parks and recreational amenities, multimodal transportation, and quality of life.

Draft Goals | Tier 1

- Growth Management: Manage growth, especially in less developed areas.
- Transportation: Improve streets and sidewalks and create more viable transportation options.
- Downtown(s): Create a vibrant, pedestrianaccessible mixed-use areas with restaurants, small businesses, and housing options.
- Greenways & Trails: Connect 30x30
- Environment & Open Space: Preserve/protect existing tree canopy, natural areas and watershed.

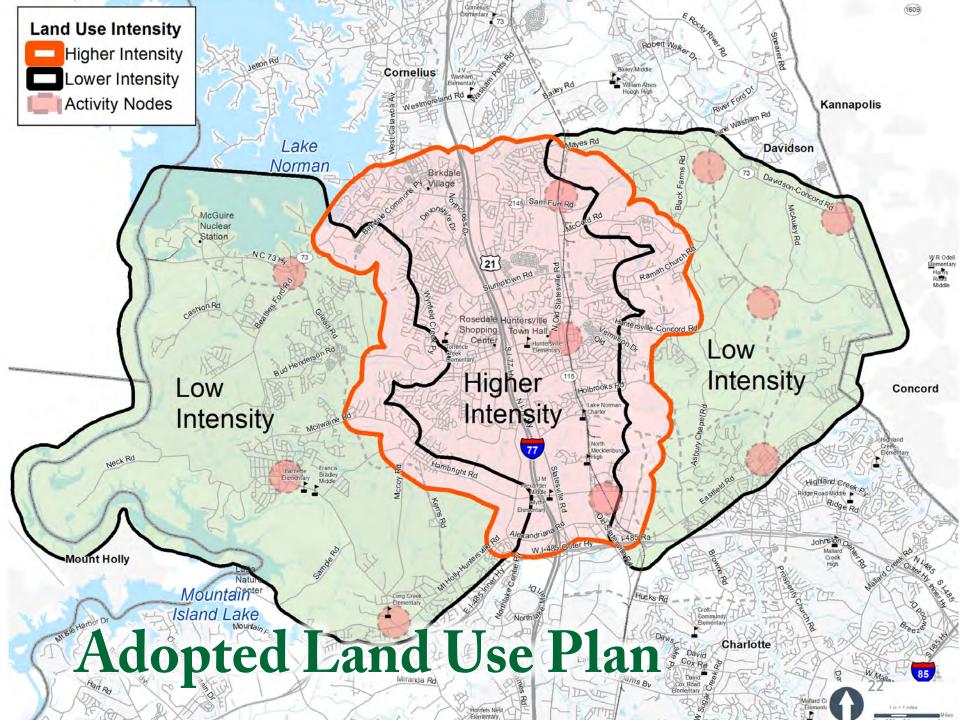
Draft Goals | Tier 2

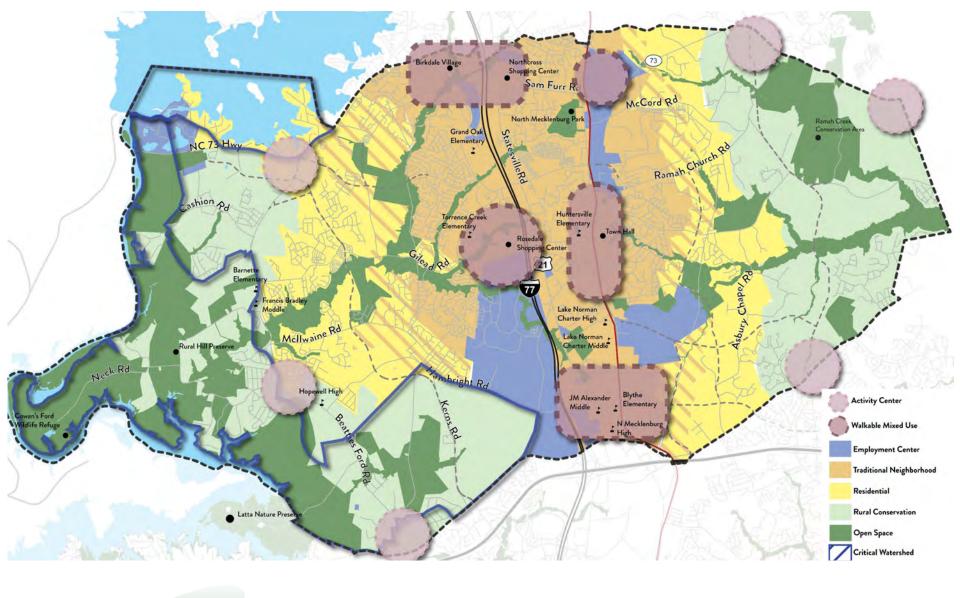
- Public Services & Schools: Top-flight public services and excellent community schools.
- Economic Development: Balance the tax base, encourage entrepreneurship and attract target industries.
- Housing: Encourage walkable housing options and address affordability. Improve link between new housing and adequate transportation facilities.



Survey – Policies Supported

- 1. Maintain high quality commercial design standards
- 2. Discouraging dense growth in watersheds
- 3. Stabilize tax base through balancing development
- 4. Grow less intensely in rural areas
- 5. Focus growth near central core





Character Areas - Walkable Mixed Use



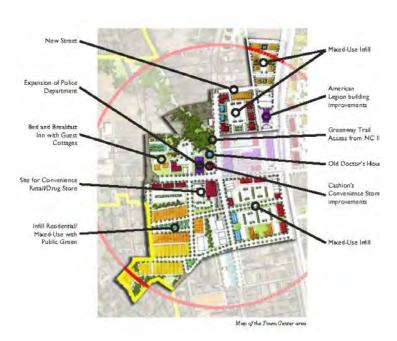
- Walkable Mixed Use: Walkable, mixed use development. Vertical mixed use at key intersections. Building follow urban design principles. Build close to street, parking in rear etc. Mix of housing allowed, including urban options throughout (apartments, townhomes, cottage homes, etc.).
- Downtown has specifics, i.e. 50k max first floor footprint.
- Relationship to zoning districts: Coincides with TC, with suggested revisions / potential rezonings. For instance TC district does not cover potential gateways to downtown.

Character Areas - Walkable Mixed Use





Existing Example: Birkdale, Rosedale



Potential Future: Downtown and North TOD Area

Character Areas – Employment Center



- <u>Employment Center:</u> Mix of uses including office, industrial and institutional. Modern employment campuses in key locations that can include some retail and residential to create a live, work, play environment.
- Relationship to zoning districts: Includes
 Corporate Business (CB) District and Special
 Purpose (SP) districts. May also commercial
 and/or TOD districts if proximal to premium
 transit (i.e. Bus Rapid Transit or Commuter Rail)

Character Areas – Employment Center









Character Areas – Employment Center





BALLANTYNE HUB RTP



Character Areas – Traditional Neighborhood



- <u>Traditional Neighborhood</u>: Mix of residential, including single family homes, townhomes and apartments. Design focused on traditional neighborhood planning principles.
- Relationship to zoning districts: Includes
 Neighborhood Residential (NR) District, TND
 and TOD Residential districts.

Character Areas – Activity Centers



- <u>Activity Centers:</u> Planned Activity Centers include a mix of non-residential and residential uses. Usually at key intersections of major or minor thoroughfares.
- Non-residential uses are limited in scale and overall footprint. Governed by Small Area Plan recommendations (generally > 40k sqft of nonresidential). Residential uses include mix of housing types (limit types compared to TN) centered around shopping, service or civic uses. Residential uses transition to lower gross density with more open space away from Activity Centers.

Character Areas - Residential



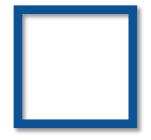
- Residential: Transition from higher density areas to lower density area. Existing conventional subdivisions closer to I-77 and parts are a planned growth area. Mostly single family, high amounts of open space. 1.5 unit/acre maximum.
- Relationship to zoning districts: Mostly coincides with General Residential (GR) zoning and Transitional (TR) zoning, but could anticipate future sewer service catchments.

Character Areas - Rural Conservation

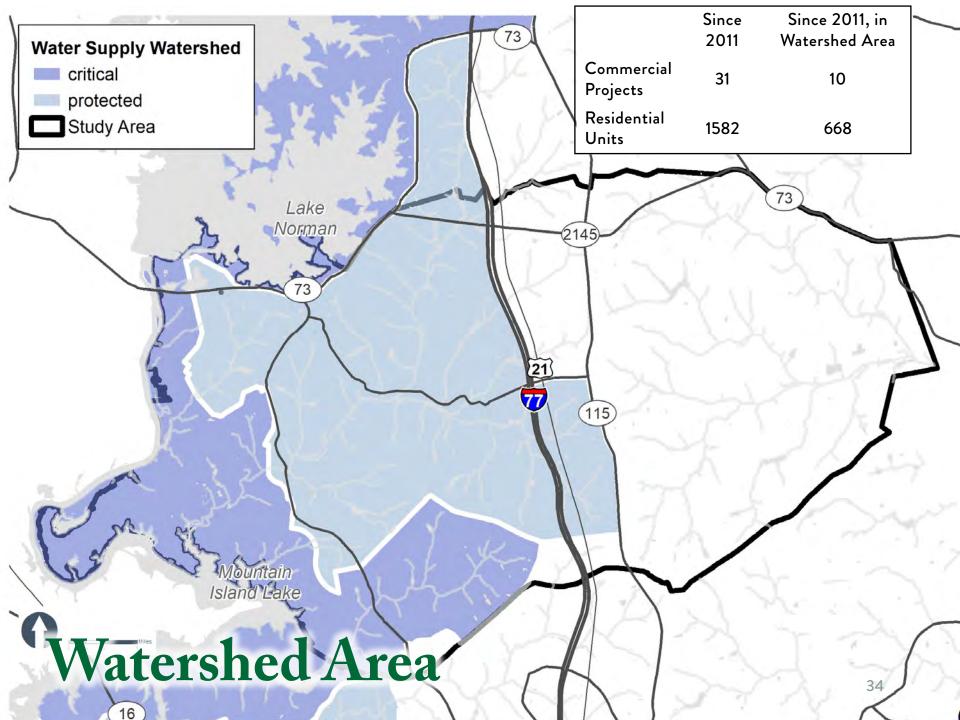


- Rural Conservation: Preserve elements of rural character. Balance open space conservation and some residential development. Development form is farms and associate structures, Farmhouse Clusters and low-density Conservation Subdivisions (if access to utilities). 0.9 unit/acre maximum, 40% open space.
- Relationship to zoning districts: Mostly coincides with Rural (R) zoning

Character Areas - Critical Watershed



- <u>Critical Watershed</u>: Very low-density areas in Critical Watershed Areas of Mt. Island Lake and Lake Norman. Very low-density subdivisions conservation areas, farms, homesteads, Farmhouse Clusters. Larger lots and/or higher amounts of open space. Significant built-upon area restrictions.
- Relationship to zoning districts: Mostly coincides with Rural (R) zoning and Critical Watersheds



Questions & Comments



Survey Results - Downtown Priorities











Downtown Recs

- Focus on the basics sidewalks, street maintenance, lighting
- Encourage a walkable, mixed use area through targeted infill and redevelopment
- Support potential rezonings to the Town Center (TC) Zoning District in key areas (For instance TC district does not cover potential roundabout areas / gateways to downtown)
- Street connections and upgrades (planned vs. potential)



Downtown Recs



Carry over from 2030 Community Plan

- Action DT-3.1: Prepare road and streetscape plan for the downtown area.
- Complement streetscape in front of Town Center project.
 Plan should include recommended street sections, lighting, landscaping and street furniture.

Scale and Transitions

- Transition between height and intensity on edges of mixed-use areas and existing residential
 - Policies needed for design in Town Center (TC) or Neighborhood Residential (NR) districts on edges of General Residential (GR) zoning
 - Called for in small area plans (i.e. in Eastfield Road SAP)
 - Types of transitions
 - Transition down (edges of MXU areas)
 - Transition up (Skybrook)

Commercial and Employment

- Commercial Design
 - Have good form-based design criteria
 - Support for more architectural requirements...
- Commercial and employment uses needed to balance tax base
 - What is capacity of currently zoned land?
 - IS that enough? Do more areas need to be identified with LU Concept?
 - Role of activity centers

Housing Preference

Top 2 responses







A house with a large yard, even if not near shopping and services - 61%

A house with a smaller yard within walking distance of a park or school - 36%

Housing

- Enhance location and design criteria for multi-family development
 - Locational criteria: Must be located near a mix of uses or be near premium transit (existing or planned BRT or commuter rail station)
 - Must front public street
 - Architectural and material requirements
- Encourage diversity in housing unit types
 - Continue to encourage mix of lot sizes
 - Consider allowance for a small percent of attached housing in lower intensity areas (>20%)
 - Consider allowance for density and/or height bonus if workforce housing (or middle-income housing, 60-100% of AMI) is provided





Economics

At a glance...

Sphere of Influence



26,197 2019 Jobs



\$100,808 Median HH Income



65.5% Secondary Degree



17.0% Largest Sector: Retail Trade



50.6% Households Earning +\$100k



77.6% White Collar Occupation

Charlotte MSA



1,088,850 2019 Jobs



\$62,323 Median HH Income



45.1% Secondary Degree



14.6%
Largest Sector:
Health Care



38.8% Households Earning +\$100k



62.0% White Collar Occupation

Economic Development

- Update Strategic Economic Development Plan (last update 2014)
- Focus Economic Development in Areas that Support Growth. Inventory and preserve areas suitable for business and industrial development, along with a mixture of support uses.
- Regularly review and clearly communicate development standards and approval process.
- Leverage existing economic assets and encourage entrepreneurial business development. Support local businesses, leverage downtown and other unique assets, mentorship, potential incubator.

How do you currently travel?

	Walk	Bike	Drive	Transit
Work	6%	1%	91%	3%
Shopping	2%	1%	97%	-
Services	1%	1%	97%	-
Parks	12%	4%	83%	-

How would you like to travel??

	Walk	Bike	Drive	Transit
Work	19%	14%	46%	19%
Shopping	32%	17%	42%	9%
Services	27%	16%	48%	8%
Parks	46%	27%	21%	5%

Transportation

- Broad Recs
 - Connected, complete streets / street typology by FLU context
 - Traffic Impact Analysis/Fee modifications
 - Master thoroughfare/mobility plan needed-
 - Bike/ped accommodations
 - Revisit/confirm cross-sections from small area plans
 - Composite collector street network plan/map
 - 5-year CIP
- Design of Transportation Projects
 - US 21, NC 73 & NC 115: Influence design to accommodate pedestrians

Transportation

- Transit
 - Local bus service improvements relationship to complete streets and site development
 - Transit Oriented Development (TOD)
 - Clear policy about where TOD is allowed/expected
 + design requirements
 - Future commuter rail stations
 - Bus Rapid Transit stations and park and rides are an opportunity

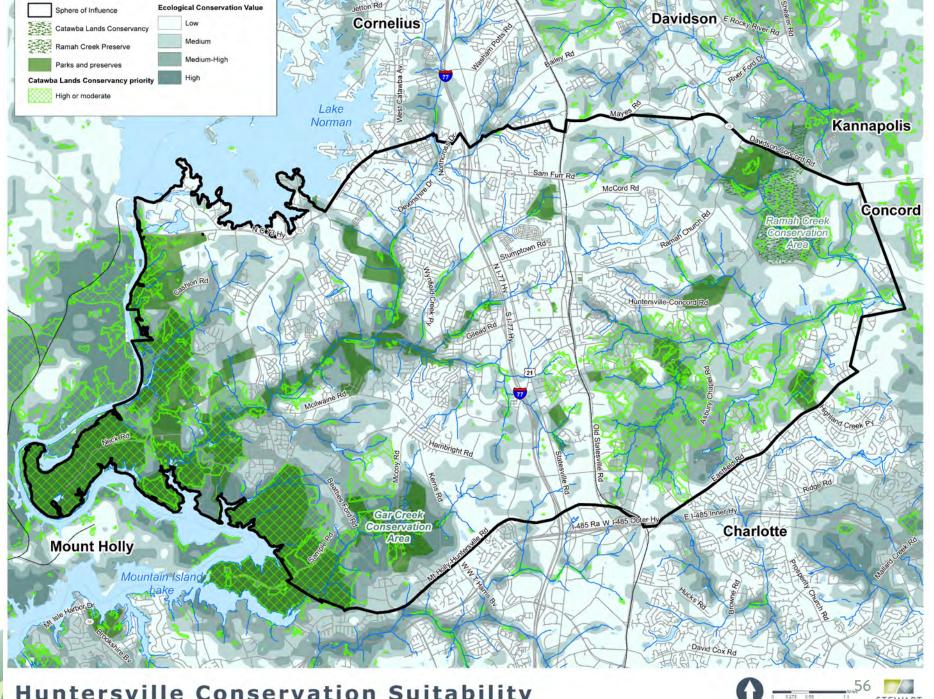
Parks, Open Space & Environment



Conservation Design

 Improve design of subdivisions in the transitional and rural areas by providing additional flexibility in site design in exchange for more quality open space preservation

BIG IDEA: Preserve a connected system of forested, buildable uplands (in addition to regulated wetlands, floodplains and stream buffers)



Flexibility in Site Design

What policies should be considered to improve the compatibility of development in areas with sensitive environmental resources and/or rural character?

59%	Provide flexibility in site design to protect natural resources	707 🗸
49%	Allow for only low density development	587 ~
40% rural cha	Ensure scale and architectural design of commercial development compliments racter	478 🗸
20% density b	Support incentives (i.e. tax breaks, modified development standards, and/or onus)	235 🗸
8%	None of the above	94 🗸

Comparison





Current Policy:

206 Lots 40% OS

Largest Contiguous Open Space: 19 Acres
50-100 ft Stream Buffer

Alternative Policy:

206 Lots 50% OS

Largest Contiguous Open Space: 50 Acres
150-300 ft Stream Buffers

Open Space Configuration

Core Habitat, Habitat Edge and Connectivity



Maximum habitat interior (core habitat) and minumum edge



Maximum habitat edge and no interior habitat



Connect core habitat 'nodes' to prevent habitat fragmentation

Images courtesy of Benjamin Penington, 1000 Friends of Florida

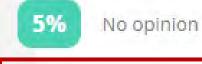
Maintain large circular nodes (core areas) of habitat to maximize interior habitat and minimize edge. <u>Habitat edges</u> occur at the border of incompatible land and are generally detrimental to priority wildlife species because edges are more accessible to predators and parasites that reduce the survival of their young. For this reason, wider <u>wildlife travel corridors</u> are better. Wildlife also need to be able to travel through uninterrupted, contiguous habitat.

Source: Green Growth Toolbox



Environmental and Open Space







65% Water Quality

66% Recreation, greenways/trails, or open spaces for people

65% Preserving mature tree canopy or tree stands



33%

Habitat and Wildlife



Riparian corridors (areas near streams) and floodplains

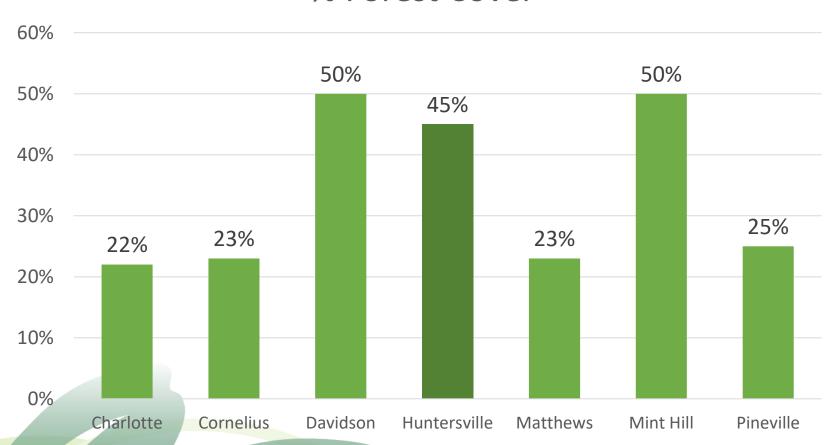
19% Working agricultural lands

Open Space Quality Recs

- Continue to require and incentivize open space reservation in Residential and Rural Conservation areas (Transitional (TR) and rural (R) zoning districts)
- Enhance open space design criteria
 - Water quality protection (land within 100-300 ft of streams, maybe uplands adjacent to floodplains)
 - Mature forest (tracts of over x acres of contiguous, native trees)
 - Future greenway corridors
 - Contiguous with surrounding existing or planned open space

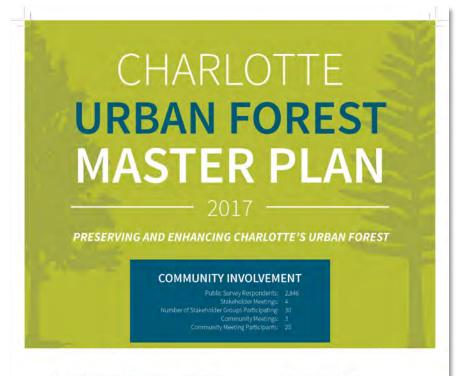
Forest Cover

% Forest Cover



Trees Charlotte





The City of Charlotte and TreesCharlotte, in partnership with the community, completed an urban forest master plan in 2017. This plan is a guide to maintain, protect and enhance Charlotte's already extensive tree canopy cover. This vital city asset requires proactive care and protection, especially with the city's high rates of growth and development. The forest needs constant

care and replenishment.

The plan was developed with input from nearly 3,000 Charlotte residents, along with expert analysis from Davey Tree Service. The following summary provides an overview of study findings, action steps, and how you can help Charlotte become a more vibrant community by caring for its urban forest.

THIS DOCUMENT IS ONLY A SUMMARY OF THE MASTER PLAN.
TO ACCESS THE FULL PLAN, VISIT: WWW.TREESCHARLOTTE.ORG

Tree and habitat preservation

- Make mature forest an open space priority
- Continue and enhance tree preservation in rural and conservation character areas, especially in Watershed Protection Areas and within 100-300' of creeks.
- Allow urban environments (less total tree canopy, landscaping) in mixed use activity areas but require street trees and study a mitigation option
- Plant trees on public lands, partner with non-profit and private property owners
- Inventory and manage urban forest canopy (i.e. downtown, in rights-of-way, etc.)
 - Personnel needed...

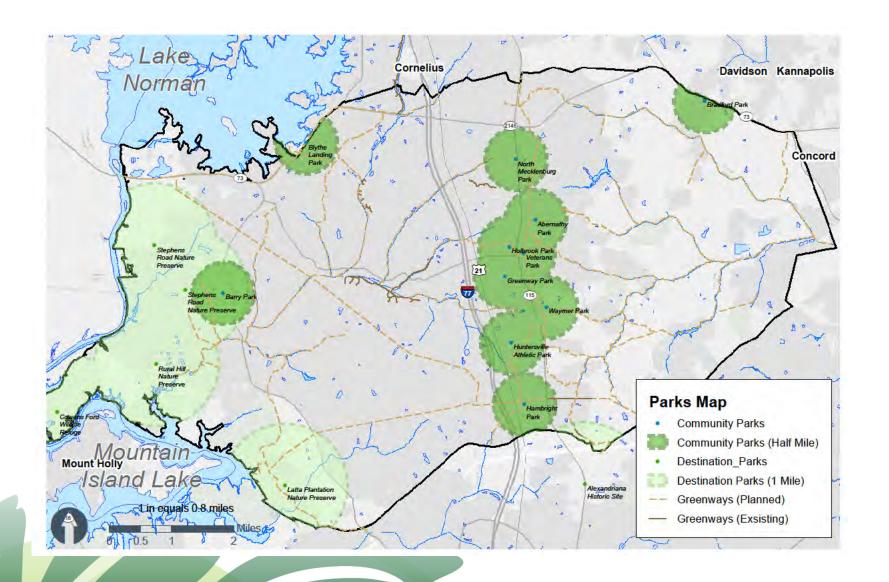
Conservation

- Coordinate with partners and prioritize purchase and conservation of undeveloped land west of Beattie's Ford Road and eastern area with easements or fee simple.
- Partner with Rural Hill, CLC, Mecklenburg County Parks and Visit Lake Norman to market west side as tourism destination.
- Partner with NC State Parks to study the establishment of a state recreation area on MIL shoreline.
 - Connect facilities, build identity, etc.

#1:Conservation
target of 5 sq. mi.
by 2045 (public and private entities)

#2: State
Recreation Area
on MIL shoreline

Parks



Parks and Open Spaces

- Continue to support policy of homes within ¼ mile of private open space
- 75% of residents within ½ mile of a network walking distance of a park formalized or curated natural area or passive open space area, or greenway access point
- Implement P&R Plan (underway)
- Evaluate parks/rec budgets for similarly sized neighboring towns
- Make parks / facilities / programming at X% capacity

Analysis shows that there is an equal share of park access across Huntersville's total population and its most vulnerable populations

	SOI	Within 1/2 Mile of Park	% Within 1/2 Mile of Park	
Population	62,545	8,678	14%	
Housing Units	24,144	3,493	14%	
Seniors	6,431	1,133	19%	
HHs in Poverty	1,151	222	19%	
Minority Population	17,410	2,492	14%	

Greenways

- GTB committee: Support the 30 x 30 plan, connect 30,000 residents by 2030.
- Connect parks, shopping areas, neighborhoods.

Group 1

- A Torrence Creek Rosedale Greenway Downtown Connector (Commerce Center Dr. to Hwy 115)
- B McDowell Creek Greenway Lower (Torrence Creek Greenway to Beatties Ford Road)
- C South Prong Clarke Creek Greenway (Hwy 115 to Waymer Flying Field)

Group 2

- F Torrence Creek Greenway (Huntersville Business Park Connector)
- H McIlwane Greenway (Beatties Ford- McIlwane Greenway to Latta)
- D Mooresville to Charlotte Trail (Gilead to Alexanderana)

Group 3

- E Birkdale Commons Greenway (Hwy 73 connector to Birkdale underpass)
- G South Prong Clarke Creek Greenway (Waymer Flying Field to Skybrook)

Greenways



Water Quality & Stormwater

- Continue preservation of floodplains
- Prioritize preservation of riparian areas
 - Require 100ft buffers and adjust Open Space Design criteria
- Continue stream restoration
 - Partner with CharMeck Water Quality and other institutions and develop restoration targets for key tributaries
- Prioritize permanent protection of lands west of Beatties Ford Road near Mountain Island Lake
- Encourage Low Impact Development (LID), expand usage to different types of implementations
 - Continued usage of sand filters, consider incentives for bioretention, rain gardens, green roofs, pervious pavements and stormwater planters
- Fine tune design of stormwater features and relationship to open space



Next Steps

- Online Community Meeting: June 16th or 17th
- SC #5: June 24th
- Community Survey Part 2 & Draft Plan: Early-Mid July