

REQUEST	Current Zoning: B-2 PED (general business, pedestrian overlay) Proposed Zoning: MUDD-O PED (mixed use development, optional, pedestrian overlay), with five-year vested rights
LOCATION	Approximately 1.24 acres located on the north side of Central Avenue between Hawthorne Lane and Heath Court. (Council District 1 - Kinsey)
SUMMARY OF PETITION	The petition proposes up to 166,000 square feet to include retail, office and warehousing within an enclosed building. This development will reuse an existing building along Central Avenue and the adjacent gravel parking lot to the rear and along the frontage of Hawthorne Lane. A structured parking deck to serve the subject site will be developed on the remainder of the property.
PROPERTY OWNER PETITIONER AGENT/REPRESENTATIVE	1101 Central Group, LLC Michael Adams, Property Owner Babak Emadi, Urbana Architecture
COMMUNITY MEETING	Meeting is required and has been held. Report available online. Number of people attending the Community Meeting: 12

STAFF RECOMMENDATION	<p>Staff recommends approval upon resolution of a minor site design issue and requested technical revisions.</p> <p><u>Plan Consistency</u> The proposed retail uses along Central Avenue and Hawthorne Lane are consistent with the <i>Plaza-Central Pedscape Plan</i> recommendation for retail on this site. However, the proposed storage use is inconsistent with the plan.</p> <p><u>Rationale for Recommendation</u></p> <ul style="list-style-type: none"> • The subject site is located in the Plaza Central commercial district. • The proposed site plan commits to ground floor pedestrian-oriented uses along Central Avenue and Hawthorne Lane, meeting the intent of the adopted plan to establish pedestrian friendly retail streets in the Plaza Central area. • The commitment to commercial uses along Hawthorne Lane will also complement the future streetcar alignment proposed along that street. • The proposed parking structure will be developed on an underutilized space internal to the site and will not affect the pedestrian environment. • The proposed indoor climate controlled storage units will be located above the structured parking deck. The storage will be designed to appear similar to an office building, and will have limited traffic and parking impacts. • The petition also supports the expansion of the area's street network by extending Heath Court to the north, setting this area up for future connectivity opportunities.
---------------------------------	--

PLANNING STAFF REVIEW

- **Proposed Request Details**
The site plan accompanying this petition contains the following provisions:
 - Up to 166,000 square feet of nonresidential uses consisting of office, commercial, retail and warehousing within an enclosed building.
 - Development area consisting of Area A and Area B.
 - Area A:
 - Area A proposes one building containing up to 130,000 square feet of office, retail and warehousing uses within an enclosed building.

- Maximum building height of eight stories. Floors 5-8 to be stepped back a minimum of 20 feet from Hawthorne Lane to reduce perceived building height along this frontage.
- Location of parking within a parking deck for the existing and future buildings on the entire site (Areas A and B).
- Area B:
 - Area B has an option for either 30,000 square feet of existing and expanded commercial and office uses or 36,000 square feet of commercial and office uses in one building.
 - Maximum building height of three stories and 55 feet.
 - In Option 1, if the existing building remains as it currently exists, streetscape requirements would not be established in the area where the existing building is located. An additional two stories of office space may be developed over the existing building. Additionally, the area shown on the site plan as potential building envelope may be developed as a three story building and the maximum height for all structures in this area is limited to 55 feet.
 - In Option 2, if the petitioner elects to remove the existing building, the new building envelope will comply with streetscape requirements as specified on the site plan. New buildings will be a maximum of three stories and 55 feet in height and shall comply with the PED overlay design standards.
- Building materials consisting of a combination or all brick, concrete, decorative concrete, masonry units, EIFS, EIFS brick, architectural metal, metal panels, storefront clear glass, spandrel glass, architectural metal and vinyl railings. Windows will be combination of clear vision glass, spandrel glass, and screened framed opening. Building entrances will have architectural metal or fabric canopies and awnings.
- Extension of Heath Court within the existing right-of-way up to the end of the project limits.
- Site access from Hawthorne Lane, Heath Court, and the existing public alley and a proposed alley widening. The proposed alley may be developed as a one-way or two-way alley.
- Optional Provisions:
 - Petitioner seeks to provide retail along 47% of the project frontage along Heath Court, which is less than the 50% required.
 - Streetscape requirements, including right-of-way dedication, planting strips, sidewalks, etc. along Heath Court would not be established in the area where the existing building is located.
- **Existing Zoning and Land Use**
 - The subject property was rezoned as part of 18 acres located on the north and south sides of Central Avenue, between Louise and Clement Avenues, west of Pecan Avenue from I-2 (general industrial) to B-2 (general business) and I-1 (light industrial) via Petition 2003-110. This rezoning reduced the potential for uses that are not pedestrian friendly and neighborhood oriented.
 - The portion of the subject property fronting Central Avenue is developed with an eating/drinking/entertainment establishment, and the rear of the site is used for parking.
 - Surrounding properties north of Central Avenue are zoned B-2 PED (general business, pedestrian overlay), MUDD-O PED (mixed use development, optional, pedestrian overlay), I-1 PED (light industrial, pedestrian overlay) and I-2 (general industrial) and contain office, retail and industrial warehouse uses.
 - Lots on the south side of Central Avenue are developed with business/warehouse uses and retail uses, as well as multi-family units under construction, in O-2 PED (office, pedestrian overlay) and B-2 PED (general business, pedestrian overlay) zoning, with single family detached and multi-family dwellings to the rear of these properties in R-8 PED (single family residential, pedestrian overlay) and R-22MF PED (multi-family residential, pedestrian overlay) zoning.
 - See "Rezoning Map" for existing zoning in the area.
- **Rezoning History in Area**
 - There have been no rezonings in the immediate area in recent years.
- **Public Plans and Policies**
 - The *Plaza-Central Pedscape* Plan (2003) was amended by rezoning petition 2003-110 to allow retail uses with a Pedestrian Overlay District.
 - The plan recommends that office and residential uses dominate this area, with retail and restaurant uses on the ground floors.
 - The LYNX Gold Line Streetcar Phase II will terminate at the intersection of Hawthorne Lane and Sunnyside Avenue, just south of the subject site. A future phase of the Gold Line Streetcar project extends the alignment down Hawthorne Lane with an additional proposed stop at the nearby Barnhardt site, on the other side of the railroad tracks from the subject site. Phase II of the Gold Line Streetcar project will include the installation of a substation on adjacent Parcel Number 08111101 with vehicular access provided from Heath Court.

- **TRANSPORTATION CONSIDERATIONS**

- This site is bordered by an existing minor thoroughfare and an existing major thoroughfare near a signalized intersection. CDOT has not identified any negative impacts to the transportation facilities in the area. The site plan as presented complies with CDOT transportation goals to preserve right of way along Hawthorne Lane for the future streetcar alignment, protect the extension of Heath Court for future connectivity, and improve the east-west connectivity by widening the existing alley way.
- **Vehicle Trip Generation:**
Current Zoning:
Existing Use: 760 trips per day (based on an 8,400-square foot eating/drinking/entertainment establishment).
Entitlement: 1,750 trips per day (based on 12,400 square feet of retail uses).
Proposed Zoning: 2,840 trips per day (based on 16,000 square feet of retail and 25,200 square feet of office, and 124,800 square feet of warehousing within an enclosed building).

DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No issues.
- **Charlotte Department of Neighborhood & Business Services:** No issues.
- **Charlotte Fire Department:** No issues.
- **Charlotte-Mecklenburg Schools:** Non-residential petitions do not impact the number of students attending local schools.
- **Charlotte-Mecklenburg Storm Water Services:** No issues.
- **Charlotte Water:** No issues.
- **Engineering and Property Management:** No issues.
- **Mecklenburg County Land Use and Environmental Services Agency:** No issues.
- **Mecklenburg County Parks and Recreation Department:** No issues.

OUTSTANDING ISSUESSite and Building Design

1. Provide an eight-foot planting strip and eight-foot sidewalk along the site's frontage on Hawthorne Lane.

REQUESTED TECHNICAL REVISIONSOther Minor Issues

2. Amend Note 12B under Lighting to increase maximum height of detached lighting to 21 feet.
3. Amend Note 3A under Optional Provisions as follows: The petitioner will locate the sales office for the self-storage on either Hawthorne Lane or Heath Court within the retail space area, as generally indicated on the rezoning plan.
4. Delete Note 6B under Architectural Standards.
5. Delete note 11A under Signage, as the note is not needed.
6. Hawthorne Lane and Heath Court are identified as Cross Streets in the plan. Add a note that elements and dimensions should be coordinated with CAT'S plans for development of the Gold Line Streetcar and substation.
7. Delete the following from Note 3A under Optional Provisions: "Petitioner seeks to exceed the minimum requirements along the frontage on Hawthorne Street. "
8. Delete Note 3B under Optional Provisions and place under Architectural Standards.
9. Amend Note 3A under Optional Provisions to allow the minimum retail frontage requirement along Heath Court to be developed with professional business offices and/or retail sales uses, as permitted per Section 9.8503(b)(i) and (iii) of the zoning ordinance.

Attachments Online at www.rezoning.org

- Application
- Site Plan
- Locator Map
- Community Meeting Report
- Department Comments
 - Charlotte Area Transit System Review

- Charlotte Department of Neighborhood & Business Services Review
- Charlotte Fire Department Review
- Charlotte-Mecklenburg Storm Water Services Review
- Charlotte Water Review
- Engineering and Property Management Review
- Mecklenburg County Land Use and Environmental Services Agency Review
- Mecklenburg County Parks and Recreation Review
- Transportation Review

Planner: Sonja Strayhorn Sanders (704) 336-8327