

NOTICE TO INTERESTED PARTIES OF A REZONING PETITION
PETITION # 2017-042 – Rocky River Road Associates, LLC

Subject: Rezoning Petition No. 2017-042
Petitioner/Developer: Rocky River Road Associates, LLC
Current Land Use: vacant
Existing Zoning: R-8MF(CD), R-12MF(CD), O-2(CD) and no zoning
Rezoning Requested: CC

Date and Time of Meeting:

Monday, March 6th, 2017 at 7:00 p.m.

Location of Meeting: Grace Crossing
5600 Rocky River Road
Charlotte, NC 28215

Date of Notice: 2/24/17

We are assisting Rocky River Road Associates, LLC (the “Petitioner”) on a Rezoning Petition recently filed to allow the development of a pedestrian friendly residential and retail mixed-use village center on a 77.31 acre site located east of I-485 and north of Rocky River Road (the “Site”). We take this opportunity to furnish you with basic information concerning the Petition and to invite you to attend a Community Meeting to discuss the request.

Background and Summary of Request:

This Petition involves a request to rezone the ±77.31 acre Site from R-8MF(CD), R-12MF(CD), O-2(CD) and no zoning to the CC zoning district. The new Rezoning Petition will allow the Site to be developed as a pedestrian friendly retail, office, and residential mixed-use village center.

The Site was originally rezoned in 2008 to allow the development of the Site with up to 322 for sale townhomes, 324 multi-family units and 30,000 square feet of office uses. This previously approved conditional plan anticipated the extension of Plaza Road (to be named Farmington Ridge Parkway) and the extension of Olivia Catherine Way into the Site.

The new Rezoning Petition proposes to develop the Site with up to 191,000 square feet of office, retail, and restaurant uses, including a theater plus a hotel with 120 rooms. The Rezoning request also proposes to develop a portion of the Site with residential units, a combination of for sale townhomes and multi-family units. The proposed uses will be oriented toward a series of new public and private streets. The new streets will be designed to include wide sidewalks and street trees to help create a pedestrian friendly mixed-use village center. The proposed development will be coordinated with additional parcels located in Harrisburg’s jurisdiction that will be developed as continuation of the proposed pedestrian friendly mixed-use village center.

The Rezoning Petition also proposes to extend Farmington Ridge Parkway through the Site to the intersection of Rocky River Road and Plaza Road Extension. The Rezoning Petition will also make a connection to Olivia Catherine Way.

Community Meeting Date and Location:

The Charlotte-Mecklenburg Planning Department's records indicate that you are either a representative of a registered neighborhood organization or an owner of property near the Site. **Accordingly, we are extending an invitation to attend the upcoming Community Meeting to be held on Monday, March 6th, 2017, at 7:00 p.m. at Grace Crossing, 5600 Rocky River Road, Charlotte, NC 28215.** Representatives of the Petitioner look forward to discussing this exciting rezoning proposal with you at the Community Meeting.

In the meantime, should you have questions about this matter, you may call Keith MacVean (704-331-3531) or Jeff Brown (704-331-1144). Thank you.

cc: Mayor and Members of Charlotte City Council
Tammie Keplinger, Charlotte Mecklenburg Planning Commission
Sonja Sanders, Charlotte Mecklenburg Planning Commission
Jim Merrifield, MPV Properties
Jeff Brown, Moore & Van Allen, PLLC
Keith MacVean, Moore & Van Allen, PLLC
Bridget Grant, Moore & Van Allen, PLLC

Site Location



Will this development northeast of Charlotte become the next Birkdale?



Development

What's new in commercial and residential real estate in the Charlotte region.

BY ELY PORTILLO

elyportillo@charlotteobserver.com

With a growing population, the completed Interstate 485 loop and a market looking for walkable, mixed-use developments, MPV Properties is betting that the time is right for a new “town center”-style project that would straddle the line along northeast Mecklenburg and Cabarrus counties.

The new development, to be called Farmington, would resemble centers such as Baxter Village in Fort Mill and Birkdale Village that mix shops, restaurants, offices and residences. It's located on the north side of Rocky River Road, just east of I-485.

“We've been working on it for about a decade,” said managing partner James Merrifield, sitting in the company's new offices overlooking the Blue Line light rail on South Boulevard. “There's a lot of quality housing in Harrisburg. The population's built up, and there's more of a need for services.”

It's the latest in a wave of new developments that are growing on Charlotte's periphery. While new projects in uptown and its close-in, surrounding neighborhoods attract a lot of attention, there's plenty of development along the recently completed I-485 loop. And unlike earlier, single-use suburban subdivisions, office parks or shopping centers, the new wave of developments plan to mix different uses together, with an emphasis on walkability.

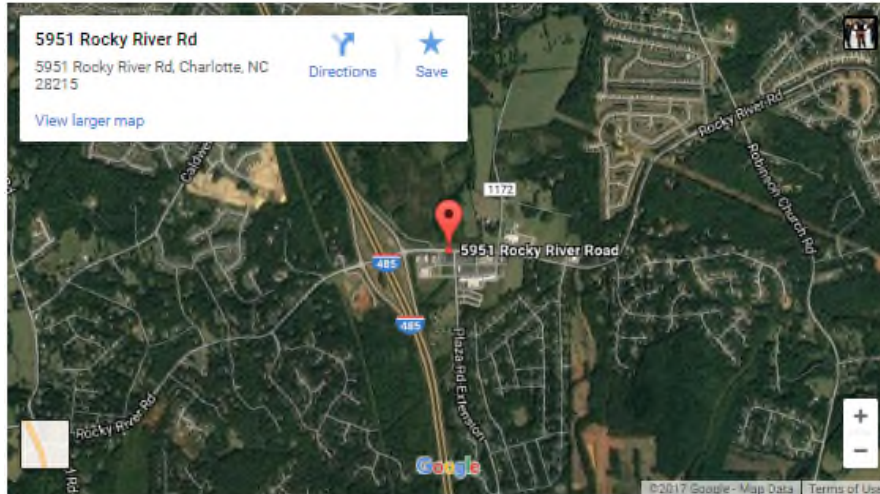
Along the southeast edge of the city, three developments are taking shape at the I-485/Providence Road interchange. At Waverly, the farthest along, a Whole Foods is set to open this spring, anchoring hundreds of new apartments, houses, shops and restaurants. Riverbend Village, located at I-485 and N.C. 16, will include hundreds of residence and a new headquarters for Corning Optical.

The 180-acre Farmington tract sits partly in Mecklenburg and partly in Cabarrus County. Though zoned for commercial and residential development, MPV Properties is updating those plans to reflect a new, more integrated layout and mix of uses, and recently filed a rezoning petition in Mecklenburg that Charlotte City Council will hear and vote on in the coming months.

And the biggest new mixed-use development being planned, the [River District](#) near I-485 and West Boulevard, is expected to transform 1,400 acres and add millions of square feet of office space, thousands of residences, 1,000 hotel rooms and 500,000 square feet of shops and restaurants.



A site plan for Farmington. Courtesy MPV Properties



The Farmington development would include hundreds of new residences, along with shops, a movie theater, offices, restaurants and a hotel. Here are some of the key numbers:

- 300 townhouses.
- 275 apartments.
- 120 units of “active senior” housing. This would be an age-restricted, for-sale housing targeting people looking to retire and move to a smaller house.
- A 120-room hotel.
- A 14-screen movie theater.
- A total of 200,000 square feet of retail space.
- A total of 160,000 square feet of office space, including medical offices.

“Growth out along Rocky River Road, for three to five years, had virtually stopped,” said managing partner Steve Vermillion. “It’s really kicked back in.”

MPV Properties is partnering with the Blumenthal family and Crosland on the Farmington development. Part of the project will include an extension of Plaza Road through the site to Caldwell Road, a new street that will be called Farmington Ridge Parkway.

The site is laid out with a “village center” that would include a pedestrian walkway with green space flanked by two-story buildings with shops and restaurants on the ground floor and offices on the second floor. The site would include walking trails and a greenway connection, as well as bike lanes on Farmington Ridge Parkway.

MPV Properties’ other current developments include Redstone in Indian Land, S.C. The company has tenants including a movie theater, shops and restaurants that will total 310,000 square feet of commercial space, meant to attract business from the fast-growing area just southeast of Charlotte.

Merrifield didn’t give a timeline for the development on Rocky River Road, but predicted it would move rapidly once MPV Properties obtains the necessary approvals.

“We think it will come to life quickly,” said Merrifield.