



# East Boulevard PEDESTRIAN OVERLAY DISTRICT

April 24, 2014  
Charlotte-Mecklenburg Planning Department



## Meeting Purpose

To present and gather feedback on proposed amendments to the East Boulevard PED zoning district.

- 1. Background** – What is PED zoning and why amend it?
- 2. Goals and Recommendations** – Recommended zoning amendments.
- 3. Gather Feedback** – Discuss proposed amendments.





## What is a PED overlay district?

- PED Overlay zoning adopted in 1999.
- Development standards revised in 2011.
- Overlay district “sits on top” of existing zoning districts (e.g. B-1, B-2, O-1, O-2).
- Intended for use on business corridors that abut established neighborhoods.
- Allows most permitted uses (except billboards, outdoor storage) of underlying zoning district while applying PED development and design standards.
- Allows all accessory uses (except drive-thru windows for restaurants and retail uses).



## Background

**Summer 2013** – Concerns brought forth from Dilworth neighborhood about Midtown Morehead Cherry PED

**November/December 2013** – Series of stakeholder meetings with Midtown Morehead Cherry

**January 2014** – Public Workshop to refine recommendations

**March 2014** – Design Roundtable with Architects

**April 2014** – Asked to incorporate proposed changes into the East Boulevard PED Overlay District



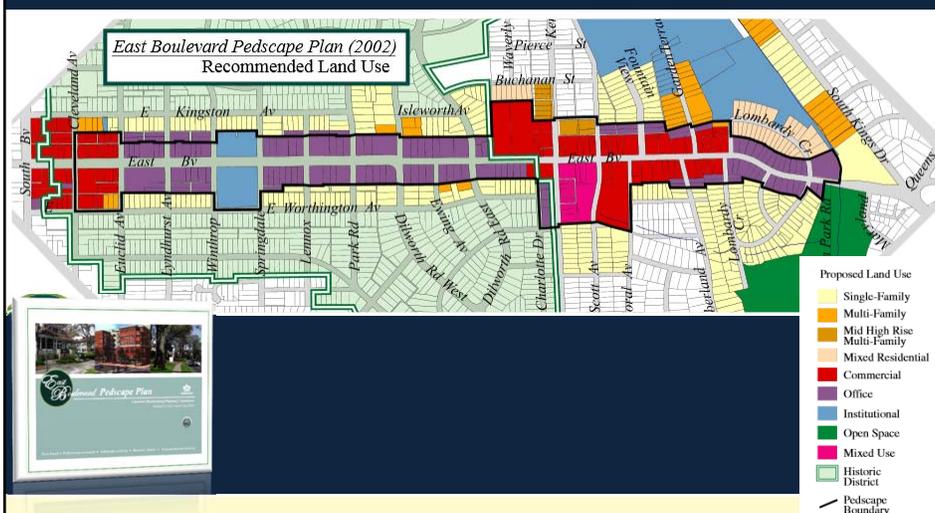


### Goals of East Boulevard PEDscape Plan (Adopted June 2002)

- Development on East Boulevard will include a variety of well-designed, pedestrian-oriented building types with a mixtures of styles and colors, that will honor the existing historic fabric.
- Between Charlotte Drive and Garden Terrace, new development will include mid-rise buildings, higher-density housing, street-level stores and new mixed-used buildings. Existing historic buildings will be preserved throughout the corridor. Front doors will be accessible and visible from the street, and in the central section, buildings will be built to the sidewalk edge.



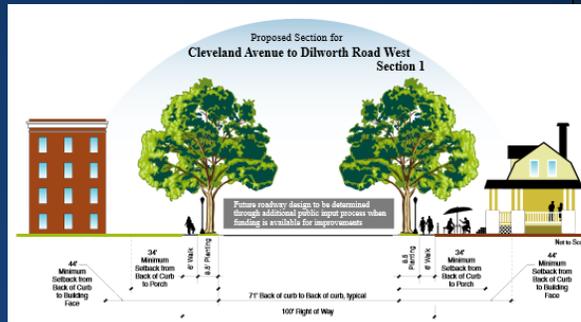
## East Boulevard PED





## Dilworth Local Historic District

- Local Historic Districts are overlay zoning districts adopted by City Council.
- Historic district standards may override the underlying zoning as well as PED Standards (Setback, yards, height, etc).
- PED zoning and plan acknowledges historic districts and neighborhood character.
- Wide setbacks (34 -44' from the back of the curbline) to maintain the general setbacks of the existing historic properties.



## Purpose of Amendments

- Better align the plan recommendations with the PED zoning district regulations.
- Retain the existing character of the district.
- Address concerns brought forth from neighborhood residents.
- Clarify PED density is not governed by the underlying zoning.



## Main Issue Areas

- Building Character
- Multi-family Parking



## Studied over 40 cities zoning regulations:

- % Max Build-to Line
- Max Gross Floor Area
- Max Building Size
- Performance Standards
- Max Façade Length
- Building Width Limits
- Façade Modulation Requirements
- Cross Block Passages (auto and pedestrian)



# Building Character



## Existing Regulation

- The first floor must be designed and/or used for active uses.
- At least 50% Transparent windows and doors along the street front.
- Blank walls may not exceed 20 feet in length.
- Pedestrian entrances must be recessed a minimum 15 square foot area.



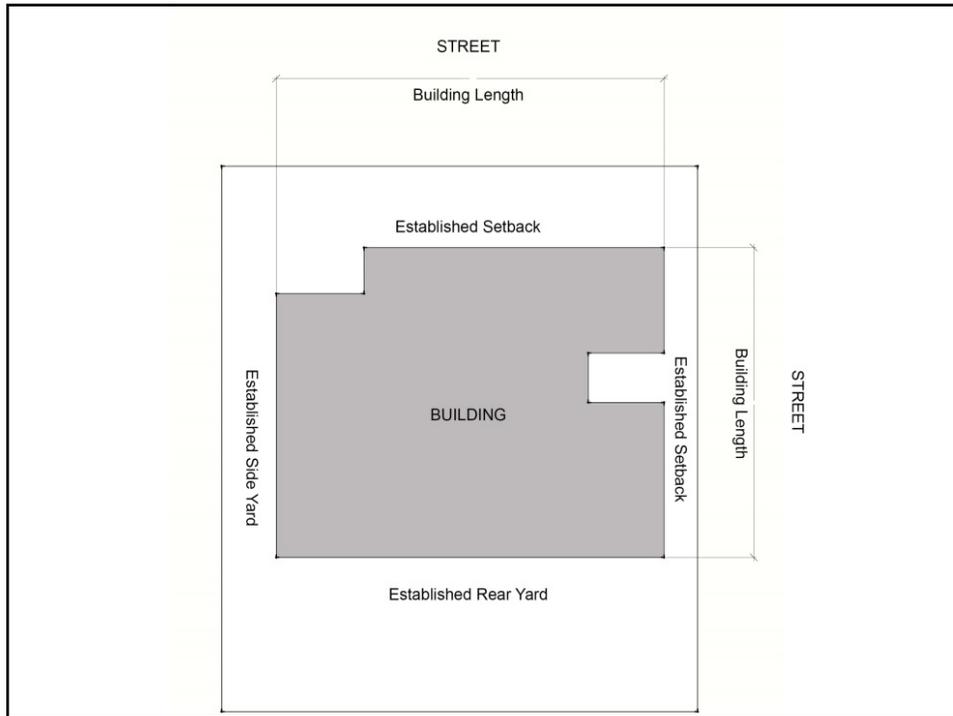
## Staff Recommendation

Provide additional design standards for buildings over 250' in length along any public or private street to break up long, monolithic structures.



## Definitions

Building length – That dimension of a building extending between established yards and/or established setbacks along a street.



  
The advertisement features several architectural renderings of multi-story residential buildings. At the top left is the Charlotte logo, which consists of a crown icon above the word "CHARLOTTE". Below the logo are three images: a perspective view of a long, multi-story brick and tan building; an aerial view of a residential development with multiple buildings and green spaces; and a detailed architectural elevation of a building facade showing window patterns and structural elements. At the bottom left is another perspective view of a building with a prominent tower section. A dark blue banner at the bottom right contains the text "Buildings greater than 250' in length" in white.

Buildings greater than 250' in length



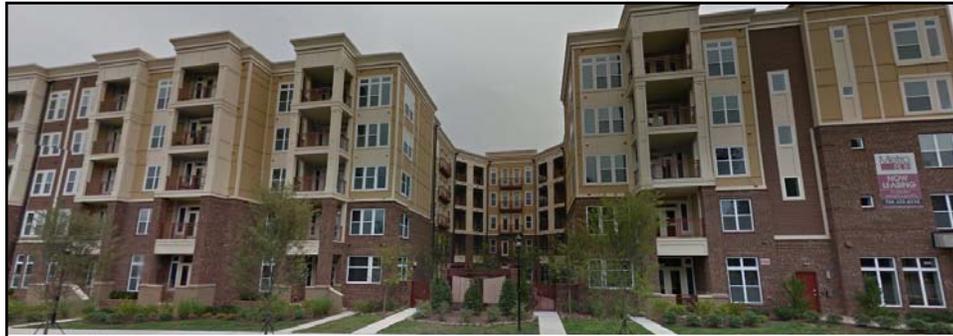
## Proposed Amendment

Large scale building facades, where the total building length is greater than 250', shall include one or more of the following features to achieve pedestrian scale and break down the building mass and bulk:



## Definitions

**Façade Modulation –**  
Variations in the plane of a building wall to break up the mass and bulk of a building.



Façade Modulation



## Proposed Amendment

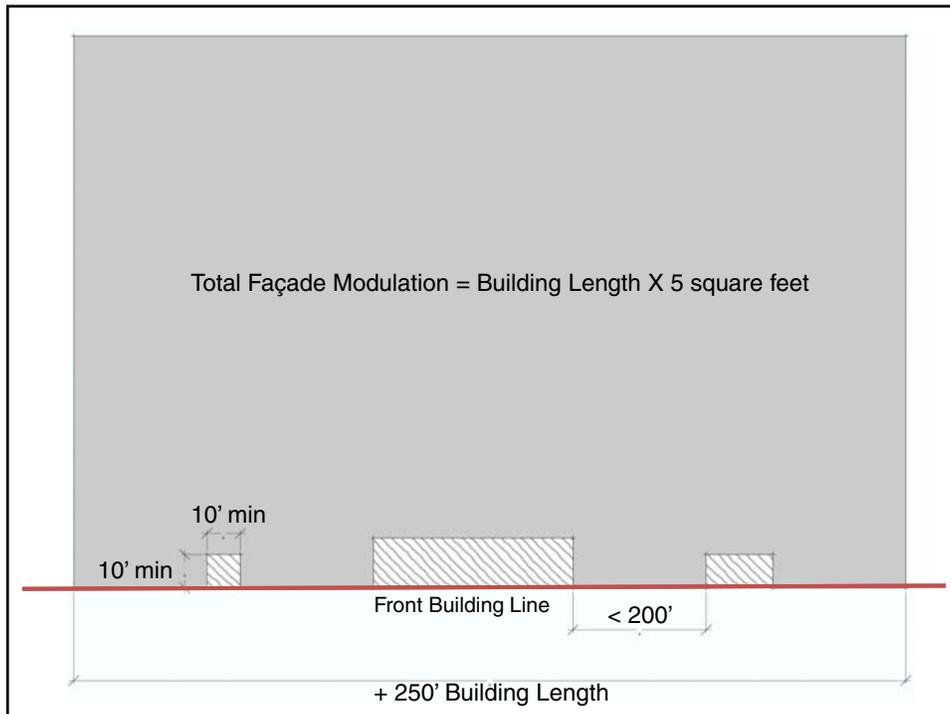
**Façade Modulation** at a rate of 5 square feet per linear foot for each building length fronting a street.

- Minimum width of 10' and minimum depth of 10'
- Measured from the front building line
- May be achieved through multiple modulations
- Intervals no greater than 200' in length
- Calculated as area between front building line and recessed building facade



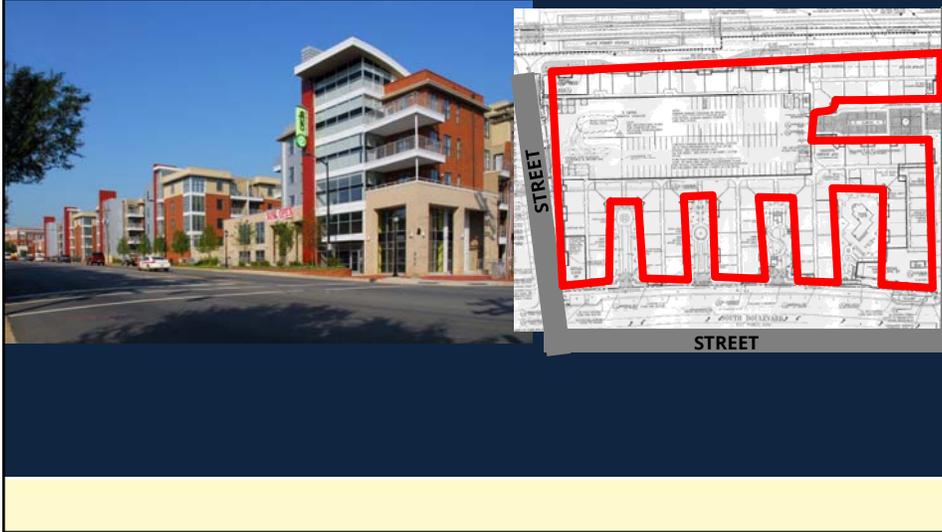
### Building Length X 5 square feet

Building Length	Total Modulation Area
250'	1250 square feet
300'	1500 square feet
350'	1750 square feet
400'	2000 square feet





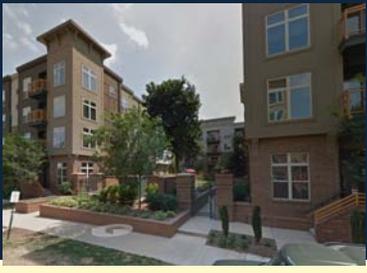
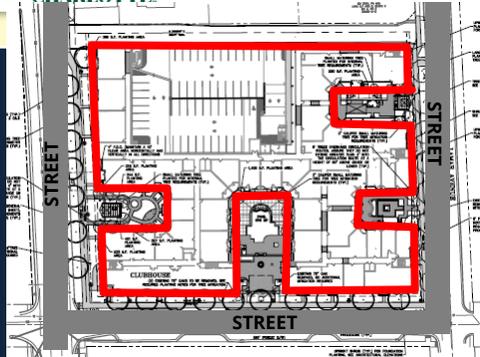
# Examples



# Examples



 **Examples**



 **Examples**

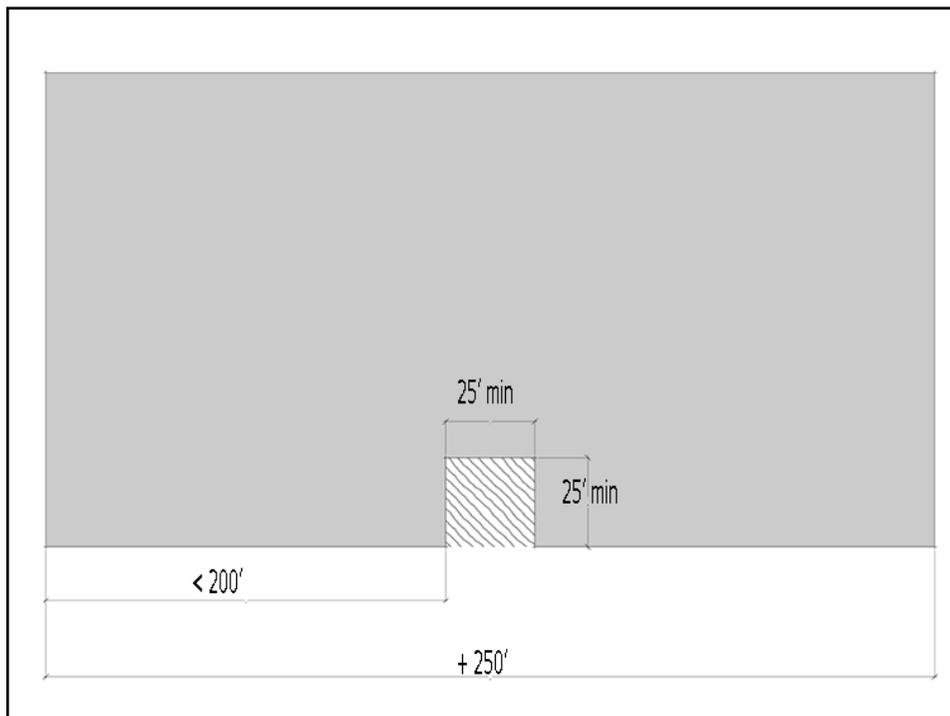




## Proposed Amendment

### Building Mass Separation

Provided at a depth of at least 25' from the front building line and a width of at least 25', open to the sky, for at least every 200' of total building length fronting a street.





 **Proposed Amendment**

**Architectural Variation**  
The Planning Director, or his or her authorized designee, shall have the authority to approve an alternative design that incorporates façade variations along public rights-of-way.



## Proposed Amendment

The alternative design shall utilize a combination of the following, at intervals no greater than 100':

- Varied roof pitches
- Building heights
- Architectural styles
- Window arrangement and size variations
- External building
- Material changes
- Offset wall planes



## Staff Recommendation

- Delineate ground floor of buildings from upper stories.





## Proposed Amendment

All buildings over five stories shall be designed with an architectural base distinguishable from the remainder of the building to enhance the pedestrian environment.

The base shall not be more than two stories in height and shall utilize a combination of the following: cornices, belt courses, molding, stringcourses, ornamentation, changes in color and material, or other sculpting of the base.



## Examples





# Parking



## Existing Regulation

Multifamily Residential – 1 space/unit
Office – 1 space/600 square feet gross floor area
Retail/Restaurant – 1 space/125 square feet gross floor area



## Recommendation

Amend the multi-family parking ratio for East Boulevard PED district.



## Proposed Amendment

Increase multifamily parking ratio from 1.0 to 1.25 per unit.

All other parking ratios remain the same.

Multi-family Units	Required Spaces
25	31
50	62
150	187
250	312



## Next Steps

Incorporate recommendations for the East Boulevard and Midtown Morehead Cherry PED districts into deferred **text amendment 2013-026**

**City Council Public Hearing** – May 19<sup>th</sup>

**Zoning Committee** – May 28<sup>th</sup>

**City Council Decision** – June 16<sup>th</sup>