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PLANNING**

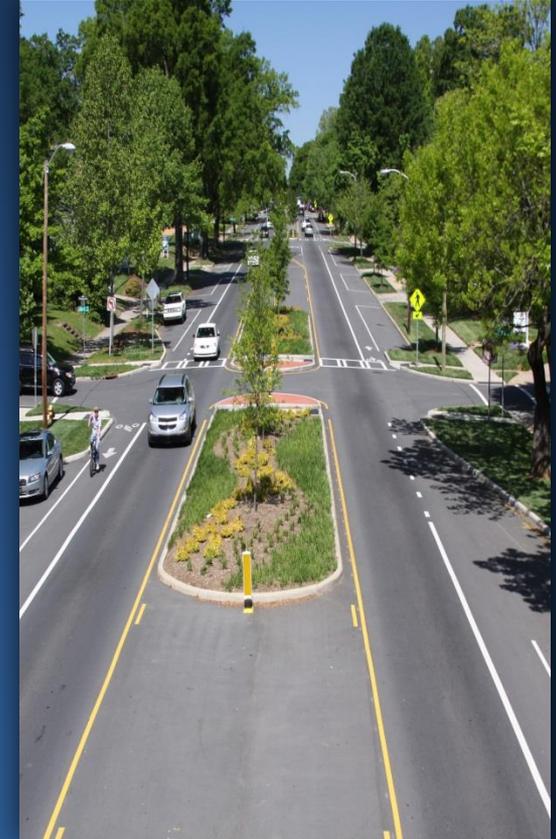
# Midtown · Morehead · Cherry **PEDESTRIAN OVERLAY DISTRICT**

May 1, 2014

Charlotte-Mecklenburg Planning Department

To present and gather feedback on proposed amendments to the Midtown Morehead Cherry PED zoning district.

1. **Background** – Review results from design workshop.
2. **Goals and Recommendations** – Recommended zoning amendments.
3. **Gather Feedback** – Discuss proposed amendments.



**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



# Midtown Morehead Cherry



MIDTOWN · MOREHEAD · CHERRY



# Purpose of Amendments

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

- **Incorporate flexibility into proposed standards**
- **Raise the bar for development**
- **Multiple options to achieve intent and provide for variation**
- **10' - 25' modulation depth makes an impact**



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## **Main Issue Areas**

- **Building Character**
- **Multi-family Parking**



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## 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)



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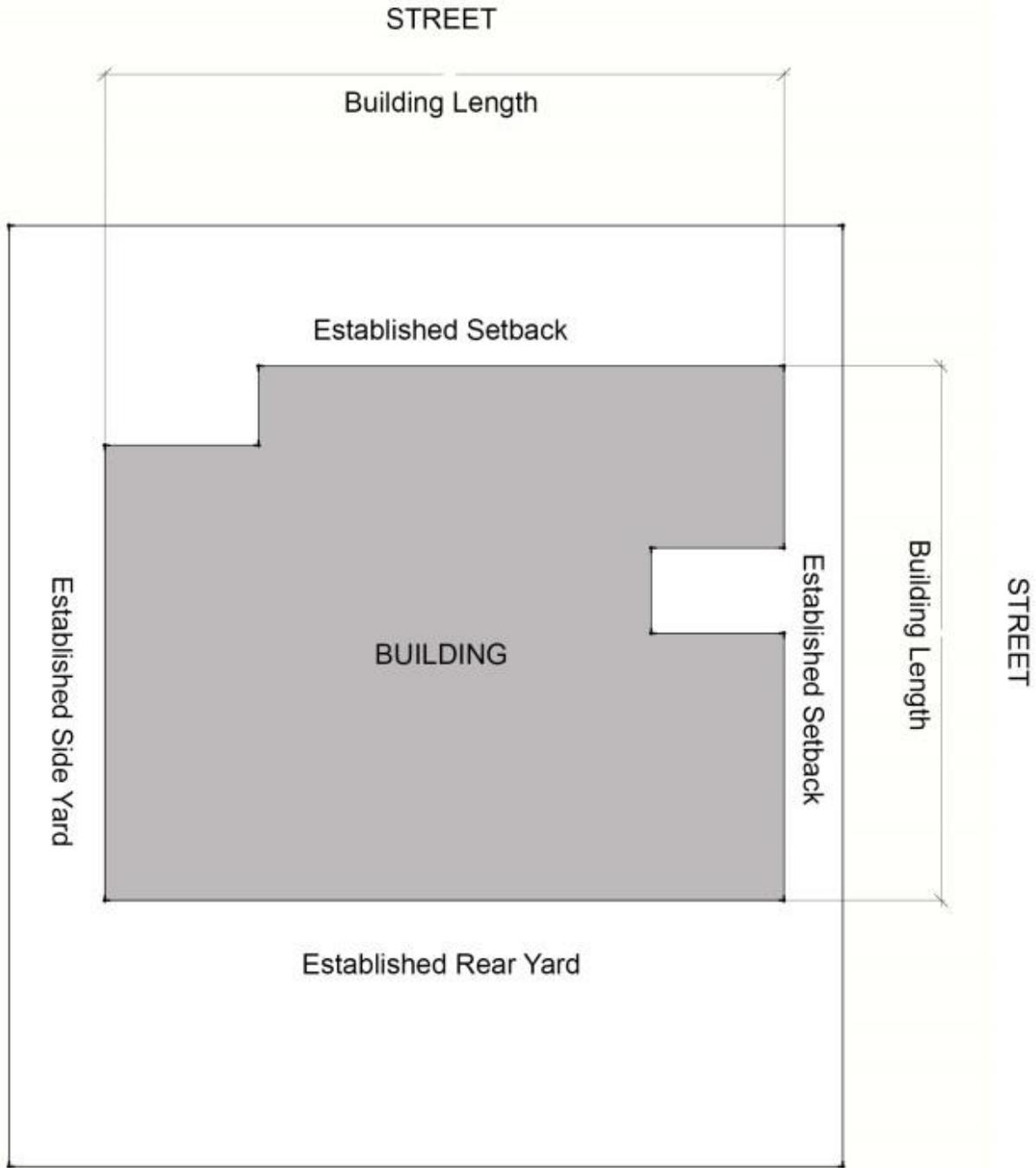
# Building Character

# 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.

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

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





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:

## 1. **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

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



## Façade Modulation



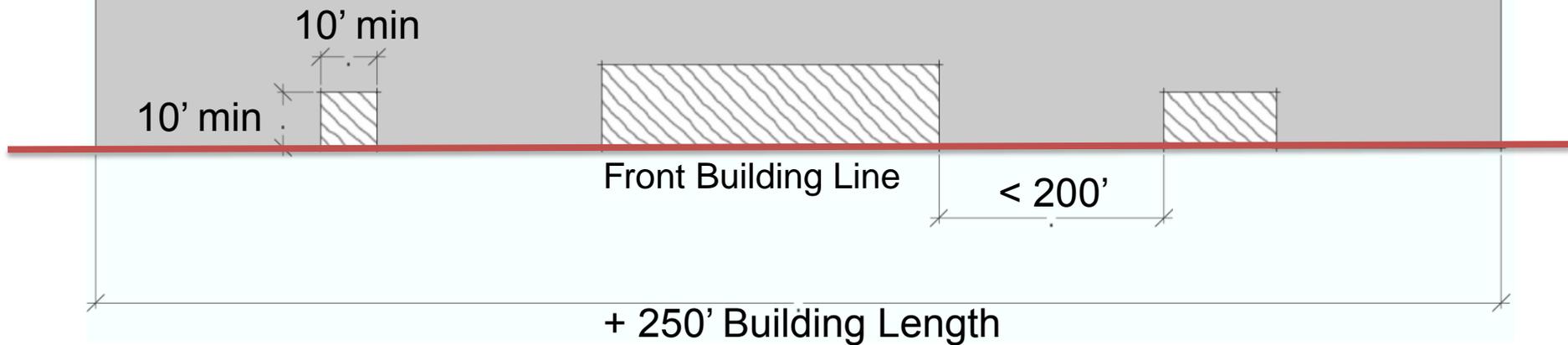


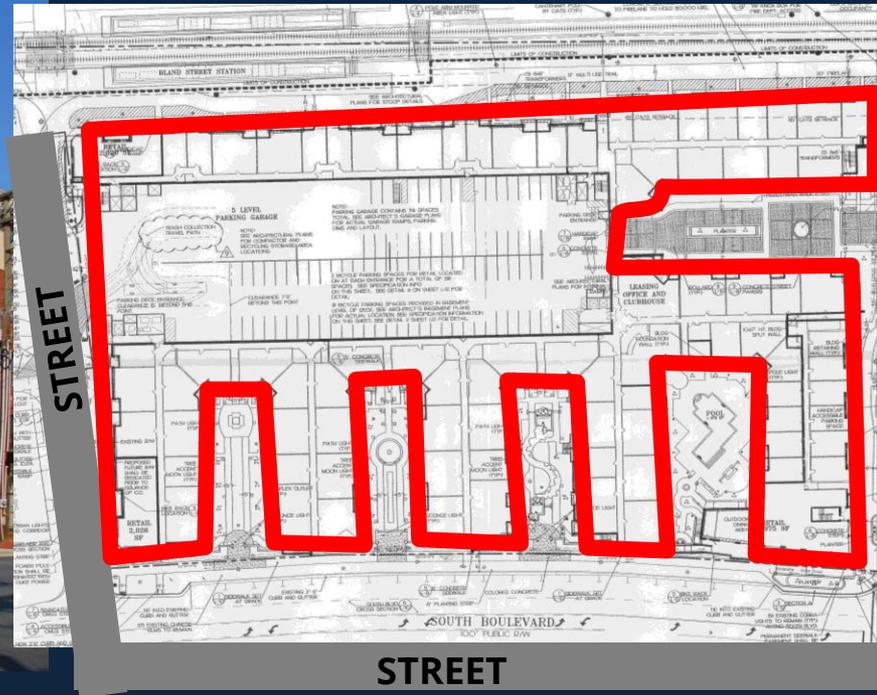
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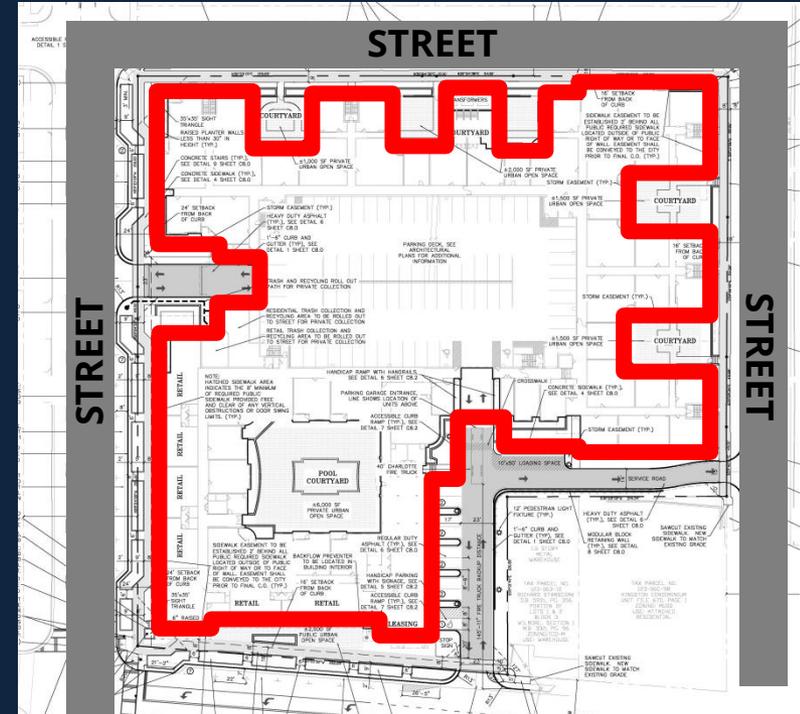
## Building Length x 5 square feet

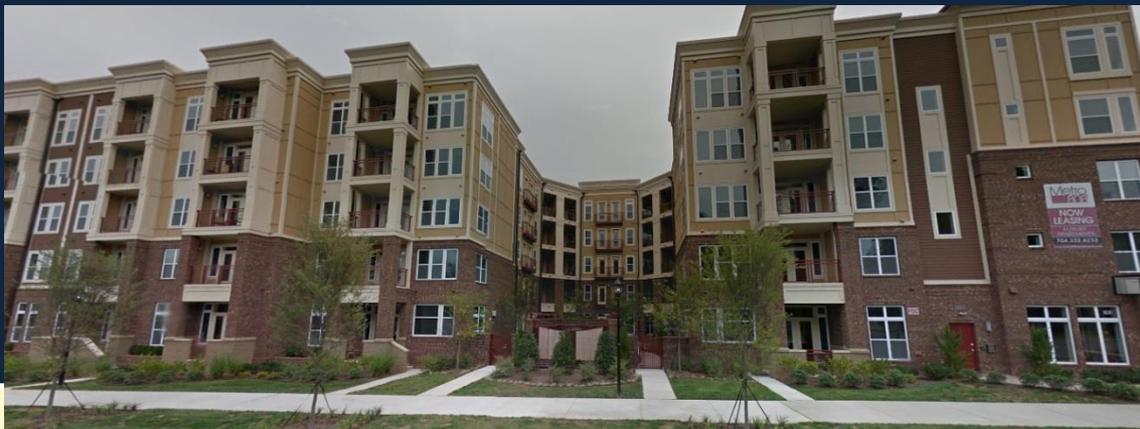
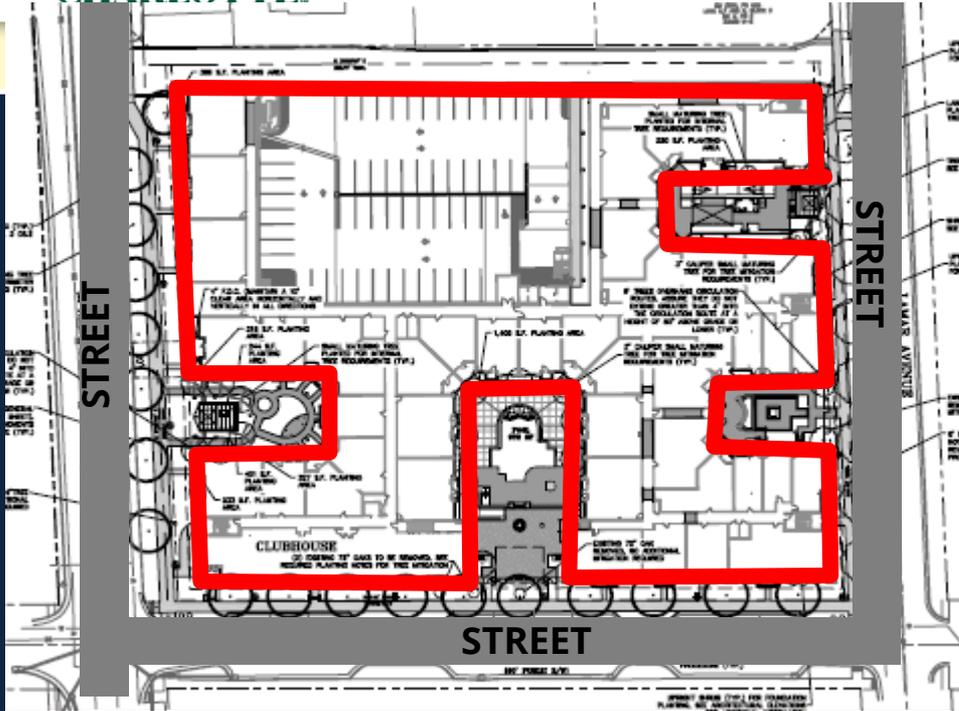
Building Length	Total Modulation Area
250'	1250 square feet
300'	1500 square feet
350'	1750 square feet
400'	2000 square feet

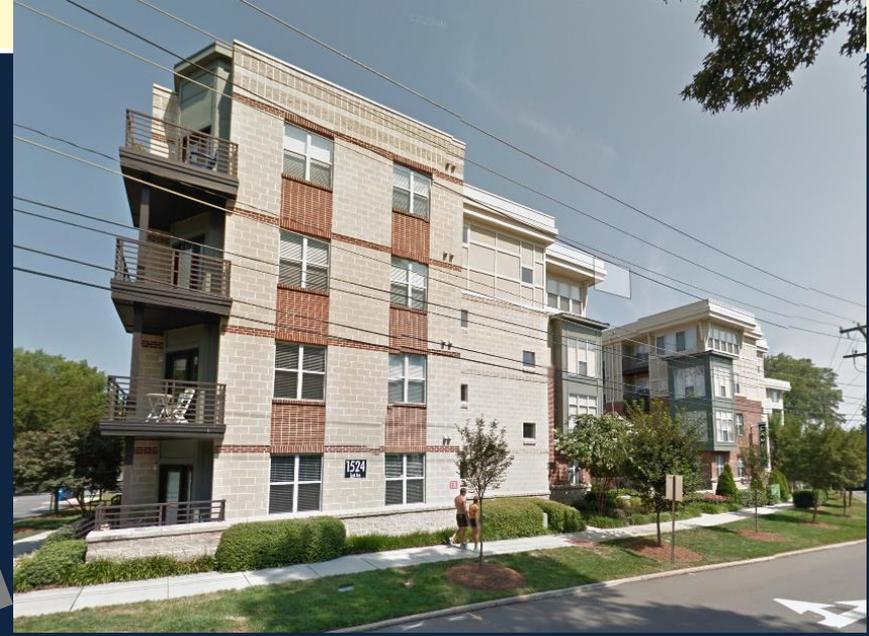
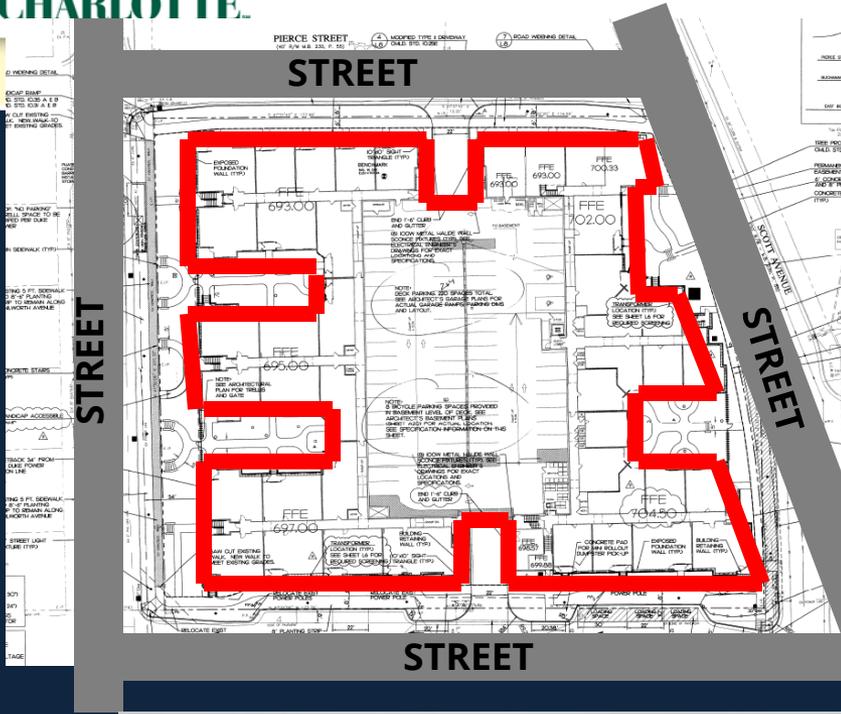
Total Façade Modulation = Building Length X 5 square feet





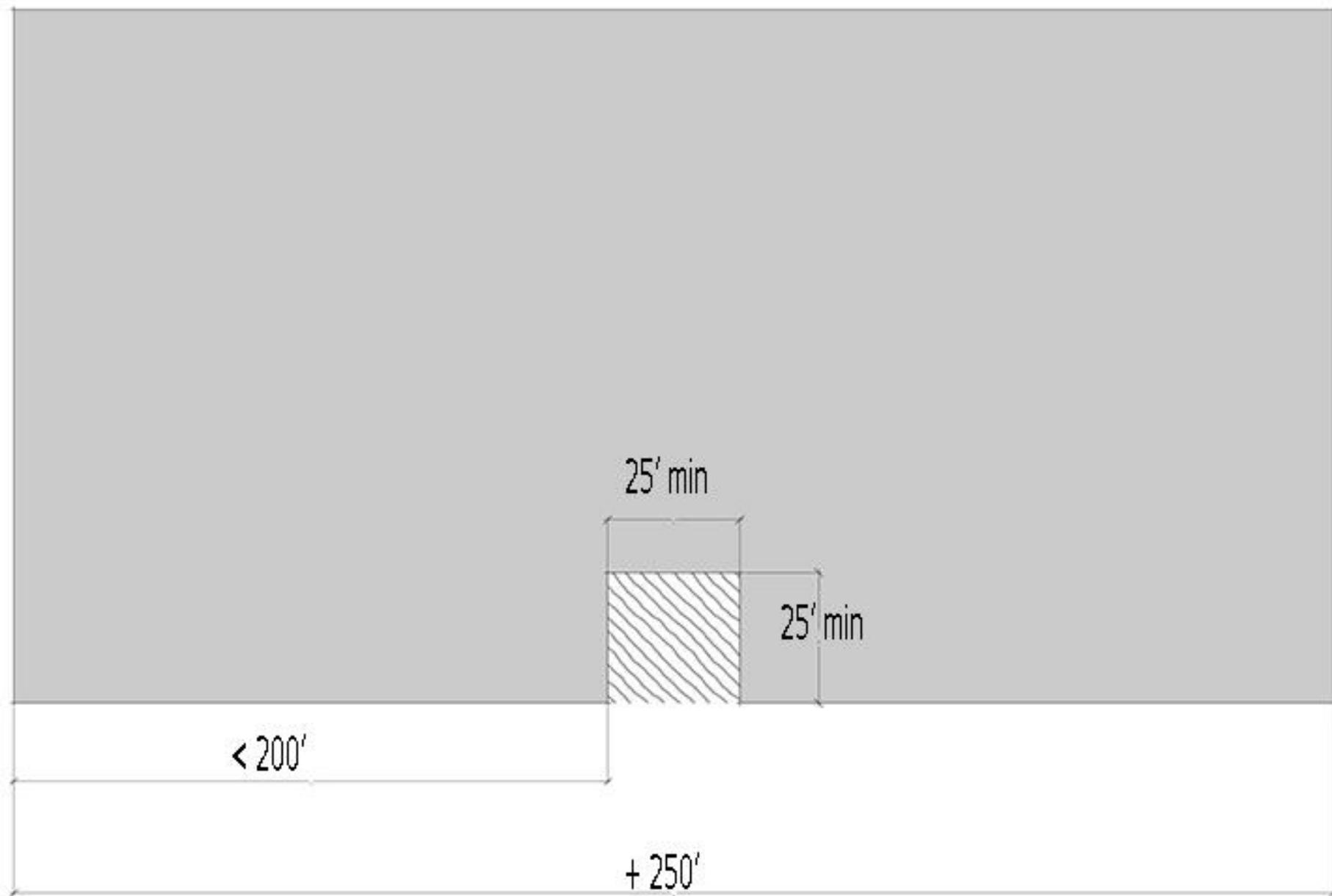


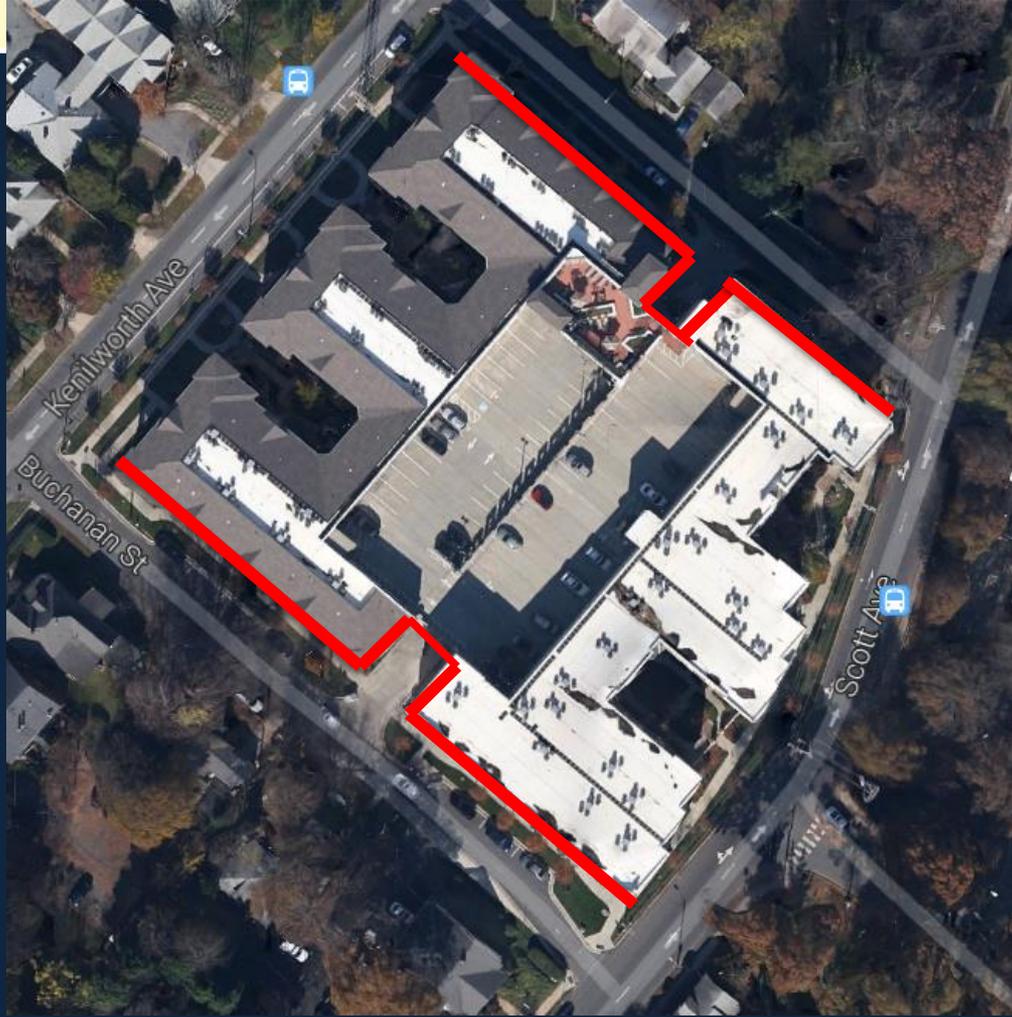




## **2. Building Mass Separation**

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.





## **3. 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.





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# Parking

Multifamily Residential – 1  
space/unit

Office – 1 space/600 square feet  
gross floor area

Retail/Restaurant – 1 space/125  
square feet gross floor area

Amend the multi-family parking ratio for Midtown Morehead Cherry 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

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>