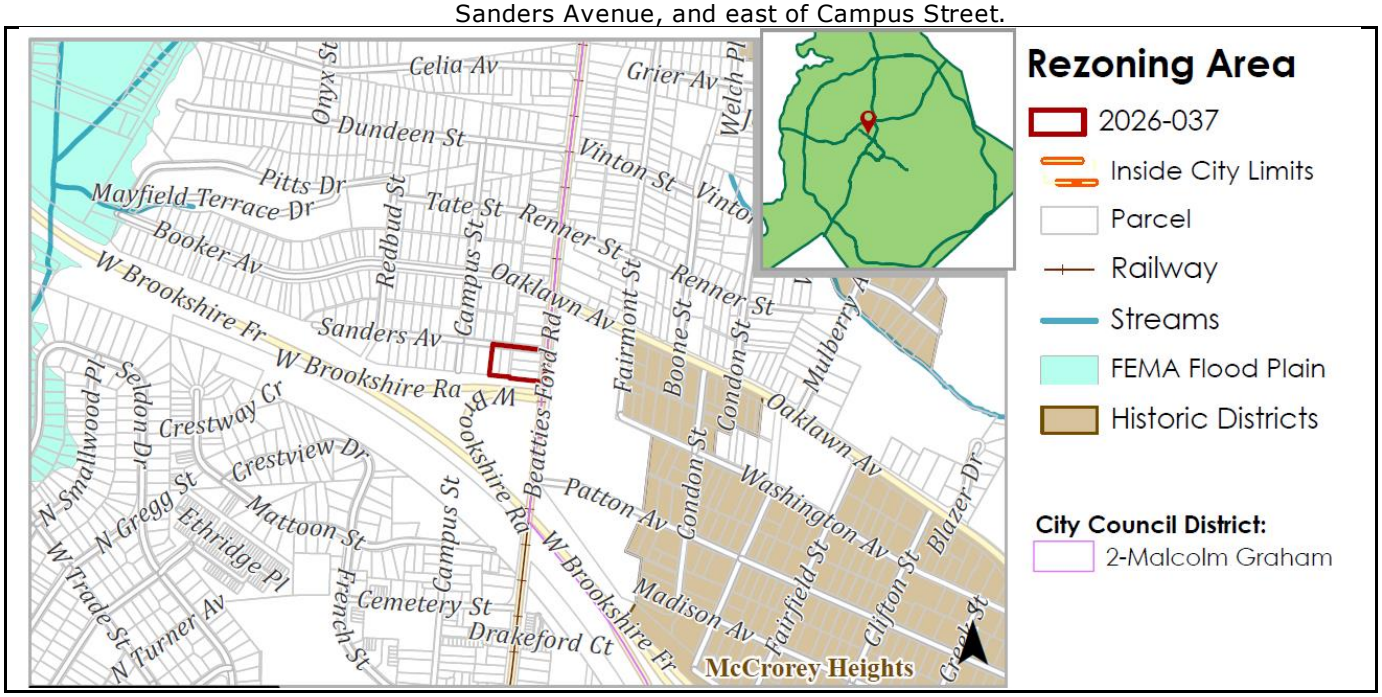
CHARLOTTE
PLANNING, DESIGN & DEVELOPMENT

Rezoning Petition 2026-037
Final Staff Analysis

City Council Decision Date: September 21, 2026

REQUEST	Current Zoning: NC (Neighborhood Center) and N1-C (Neighborhood 1-C) Proposed Zoning: CAC-1(EX) (Community Activity Center 1, exception) and N2-C(CD) (Neighborhood 2-C, conditional).
LOCATION	Address: 913 Beatties Ford Road Charlotte, NC 28216 Approximately 0.88 acres located west of Beatties Ford Road, south of Sanders Avenue, and east of Campus Street.



SUMMARY OF PETITION	The petition proposes the redevelopment of the Historic Exclesior Club for uses including indoor live performance venue, nightclub, restaurant/bar, and community center. The site is currently vacant.
PROPERTY OWNER **PETITIONER** **AGENT/REPRESENTATIVE**	Kenwood Excelsior, LLC Historical Excelsior, Inc. Bridget E Grant, Moore and Van Allen, PLLC
COMMUNITY MEETING	The community meeting was held on July 9, 2026 and 13 people from the community attended. The community meeting report notes that items discussed at the meeting included the proposed rezoning to rebuild the historic Excelsior Club as a cultural, dining, and entertainment venue. Community concerns included construction timing, safety and security measures, building use, parking and traffic impacts, historic preservation, and environmental considerations. The full meeting report is available online.

STAFF RECOMMENDATION

Staff recommends approval of this petition.

Plan Consistency

The petition is consistent with the goals and policies of the *West Inner Community Area Plan*.

Rationale for Recommendation

- While a portion of the site area is not in alignment with the *2040 Policy Map* designation of the Neighborhood Center and Neighborhood 1 Place Types, the proposed plan is consistent with the goals and policies of the *West Inner Community Area Plan*.
- The petition advances the goals of the *2040 Comprehensive Plan* and the *West Inner Community Area Plan* by proposing reconstruction of the original Excelsior Club, a significant historic landmark for the neighborhood and the city. Reestablishing the historical use creates a community gathering space that may include a live performance venue, nightclub, restaurant/bar, and community center.
- The petition proposes a mixed use building oriented towards the street creating a pedestrian friendly environment. It commits to a maximum height of 40 feet, which is half the 80-foot height permitted in CAC-1 zoning district, better aligning with the intent and vision of the Neighborhood Activity Center Place Type.
- The site is located along the proposed CityLYNX Gold Line Phase 3 extension a future Gold Line Route. The petition commits to improving the pedestrian network by rebuilding a nearby ramp to meet ADA standards, consistent with the Neighborhood Activity Center Place Type.
- The petition enhances open space by increasing the required on-site open space from 10% to 15% and providing at least 5% publicly accessible open space, improving community access to the site.
- The petitioner will also replace the existing Washington Heights neighborhood identification sign with a new sign along Beatties Ford Road.
- The petition could facilitate the following *2040 Comprehensive Plan* Goals:
  - 1: 10 Minute Neighborhoods may be facilitated by increasing non-residential uses in the community that may include live performance venue, nightclub, restaurant/bar, community center and other uses, which could serve as access to amenities to the surrounding communities.
  - 9: Retain Our Identity & Charm may be facilitated by re-creating a replica of the original Excelsior Club, a significant historic landmark. The petition also includes coordination with the Historic Landmark Commission on the project and commits to working with the Washington Heights community to install a new neighborhood identification sign that recognizes the community's historic character.

The approval of this petition will revise the recommended place type as specified by the *2040 Policy Map*, from the Neighborhood 1 Place Type to the Neighborhood 2 and the Neighborhood Center Place Types for a portion of the site.

PLANNING STAFF REVIEW

- **Background and Zoning District Summary**
  - Existing Zoning:
    - NC: This district is intended to support a pedestrian-friendly, mixed-use neighborhood environment, allowing access to daily shopping needs and services within walking distance of nearby residential neighborhoods.
    - N1-C: This district allows for single family, duplex, triplex, and quadraplexes in some situations, as well as a limited number of other uses on lots that are 6,000 square feet or greater.
  - Proposed Zoning:
    - CAC-1: This district is intended to accommodate those areas that are transitioning from a more automobile-centric orientation toward a more walkable, well-connected, moderate intensity mix of retail, restaurant, entertainment, office, and personal service uses, including some residential uses.
    - N2-C: This district is intended for the development of multi-family attached or stacked dwellings, either as standalone buildings or as components of multi-dwelling developments in urban environments.
    - Conditional (CD): This petition includes a site plan and proposes site-specific commitments that further restrict the use of the site.

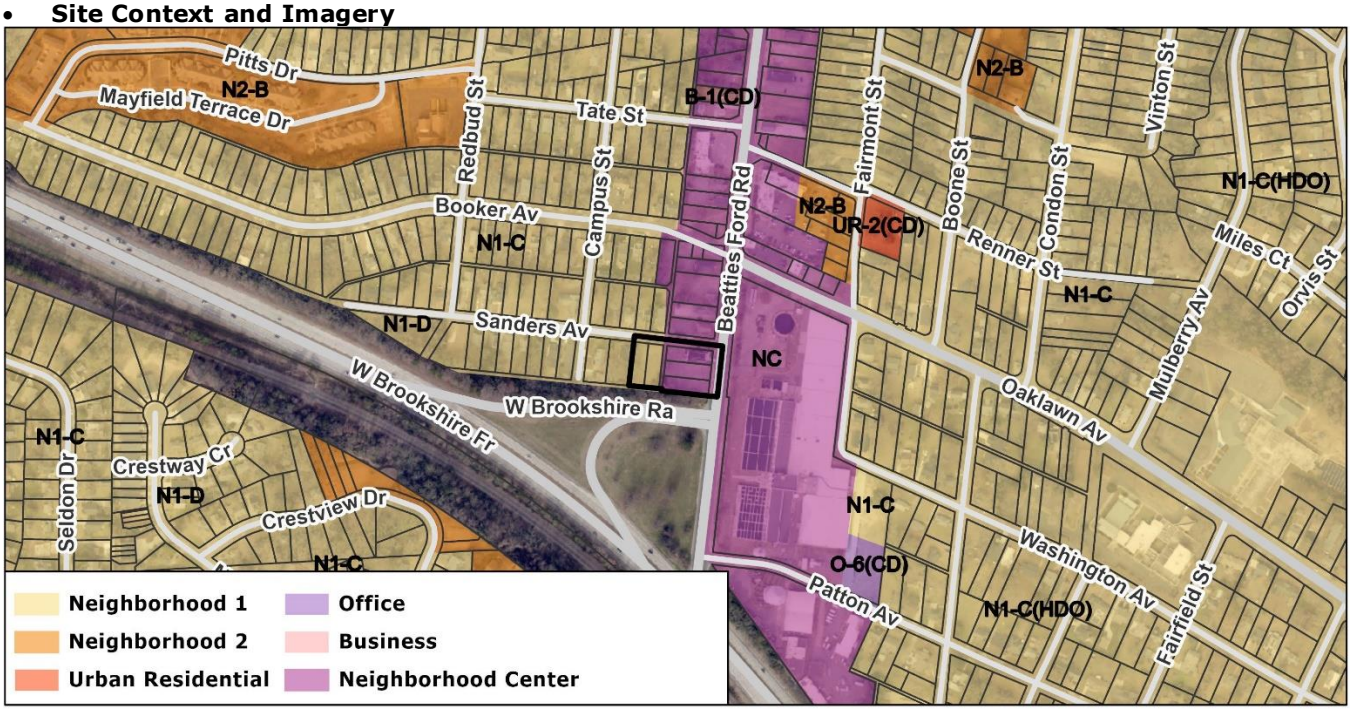
- **Proposed Request Details**
  The site plan accompanying this petition contains the following provisions:
  - Proposes the reconstruction of the Historic Exclesior Club including uses permitted in the CAC-1 (Community Activity Center-1) district portion of the site: indoor live performance venue, nightclub, restaurant/bar, and community center.
    - The N2-C(CD) (Neighborhood 2-C, conditional) zoned portion of the site shall remain vacant but may be utilized as potential tree save area and/or a landscape yard.
    - Maximum building height is limited to 40 feet.
  - Requests Exception (EX) provisions and specifies that the required public benefits will include city improvement and public amenity as outlined by Article 37 of the UDO:
    - City Improvement - The petitioner will complete a minimum of one of the following items:
      - Replace the existing Washington Heights neighborhood identification sign with a new sign along Beatties Ford Road, coordinating its design and placement with the community and with the Charlotte Planning Design and Development Urban Design team.
      - Reconstruct the sidewalk ramp at Sanders Avenue and Beatties Ford Road to meet ADA standards.
    - Public Amenity - The petitioner will include the following standards:
      - Increases the required on-site open space from 10% to 15% and will provide a minimum of 5% of publicly accessible open space as generally depicted on the Rezoning Plan.
  - The following Exceptions (EX) are requested in exchange for the proposed public benefits:

Ordinance Standard	UDO Article Reference	UDO Requirement	Requested EX Standard
Reduction in frontage setback requirements	Article 11.3.B (Table 11-1):	20' setback from future back-of-curb on Sanders Avenue	Upper floors of building may encroach into setback up to 4 feet. However, the encroachment cannot extend to the public sidewalk and must maintain a minimum clearance of 12 feet
Reduction in ground floor transparency requirements	Article 11.3.E (Table 11-4)	50% on Beatties Ford Road.	5% to preserve the historic character of the Excelsior Club
Reduction in prominent entrance requirements	Article 11.3.G (Table 11-6):	Two prominent entrances required along Beatties Ford Road and two required along Sanders Avenue	One entrance on Beatties Ford Road and a second entrance at the rear of the building facing the parking lot but still visible from Sanders Avenue

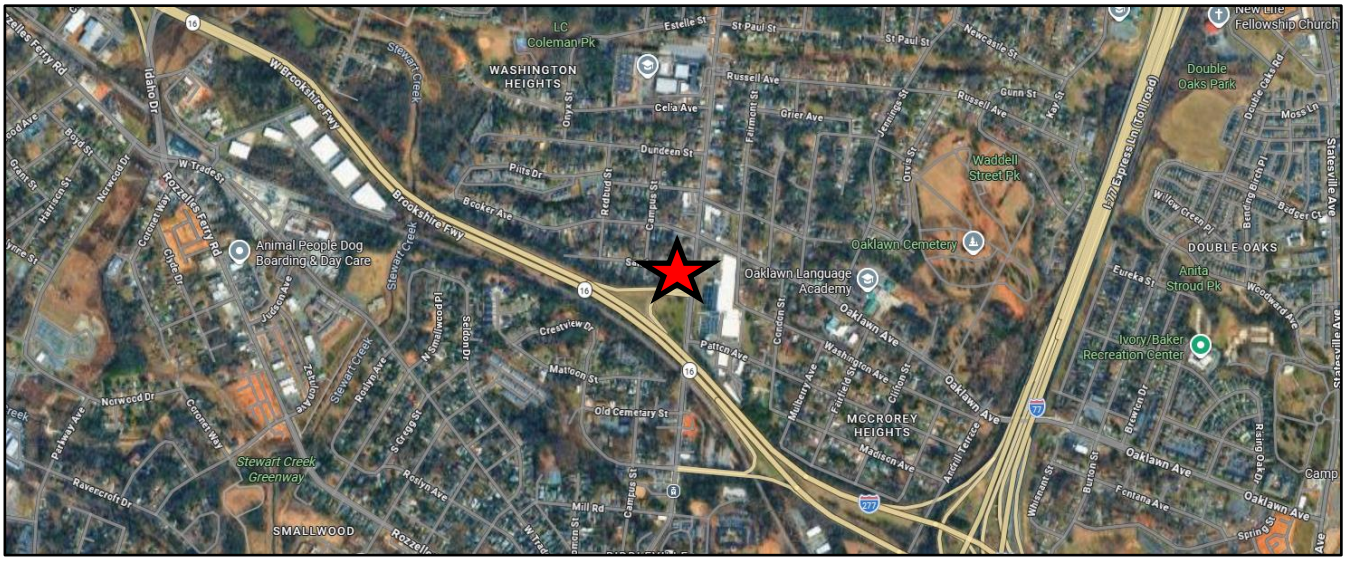
Reduction in separation requirements for Indoor Live Performance Venues	Article 15.4.CCC.1	Separation requirement of 100 feet from any Neighborhood 1 Place Type	5 feet from Neighborhood 1 Place Type
Reduction in separation requirements for nightclubs	Article 15.4.JJJ	Separation requirement of 200 feet from any Neighborhood 1 Place Type	5 feet from Neighborhood 1 Place Type
Increase to maximum parking allowances for indoor live performance venue, nightclubs, and restaurants/bars in the CAC-1 zoning district	Article 19.2 (Table 19-1)	Maximum of 1 parking space per 250 gross square feet plus 50% of outdoor seating/activity area is permitted in the CAC-1 district.	Increased to allow 1 parking space per 125 gross square feet plus 50% of outdoor seating/activity area
Permit a 55 square foot skyline sign along Sander Avenue	Article 22.9.G	Skyline signs are only permitted on nonresidential buildings 50 feet or taller	Reduce minimum height of nonresidential buildings to 25 feet
Modification to street cross-section on Sanders Avenue	Article 15.4.JJJ	Commercial Wide Cross-section from the Charlotte Land Development Standards Manual (CLDSM) required on Sanders Avenue	Cross-section may be reduced to the Local Residential Wide from the CLDSM

- The following transportation improvements are proposed:
    - Vehicular access to the Site will be from Sanders Avenue.
    - A minimum eight 8-foot sidewalk and 8-foot planting strip will be provided along the site's frontage with Beatties Ford Road and Sanders Avenue.
- The following open space standards are proposed:
    - Common open space must be centrally located, dynamic, and designed for multiple users, incorporating at least four required components such as:
        - Enhanced plantings must exceed ordinance standards and include at least 18 trees per acre, specialty paving materials, shading like shade structures or additional strategically placed trees, interactive sensory elements (e.g., music, water, light, play features), public art or sculpture and decorative lighting elements.
        - Seating included at a rate of one linear foot per 300 square feet of publicly accessible open space, using movable or fixed seating options.

- **Site Context and Imagery**



- The site is zoned NC (Neighborhood Center) along the Beatties Ford Road frontage and N1-C (Neighborhood 1-C) at the rear. It is adjacent to other NC zoned properties to the north and east along Beatties Ford Road and is bordered by N1-C zoning to the west.



The site (indicated by the red star above) is located on the west side of Beatties Ford Road at the southwest corner of the intersection of Beatties Ford Road and Sanders Ave. The site abuts Beatties Ford Road interchange for Brookshire Freeway (Highway 16) to the south. It is approximately 1-mile northwest of the Interstate I-77 and Interstate I-277 interchange and 1 and ½-miles south of Interstate I-85. The site is 1/3-mile north of the French Street LYNX Gold Line Station and along the future alignment of the LYNX Gold Line extension. The site is in an area formerly characterized by a mix of single family, commercial, and institutional uses.

View of the site looking west from Beatties Ford Road. The Excelsior Club building has since been demolished.

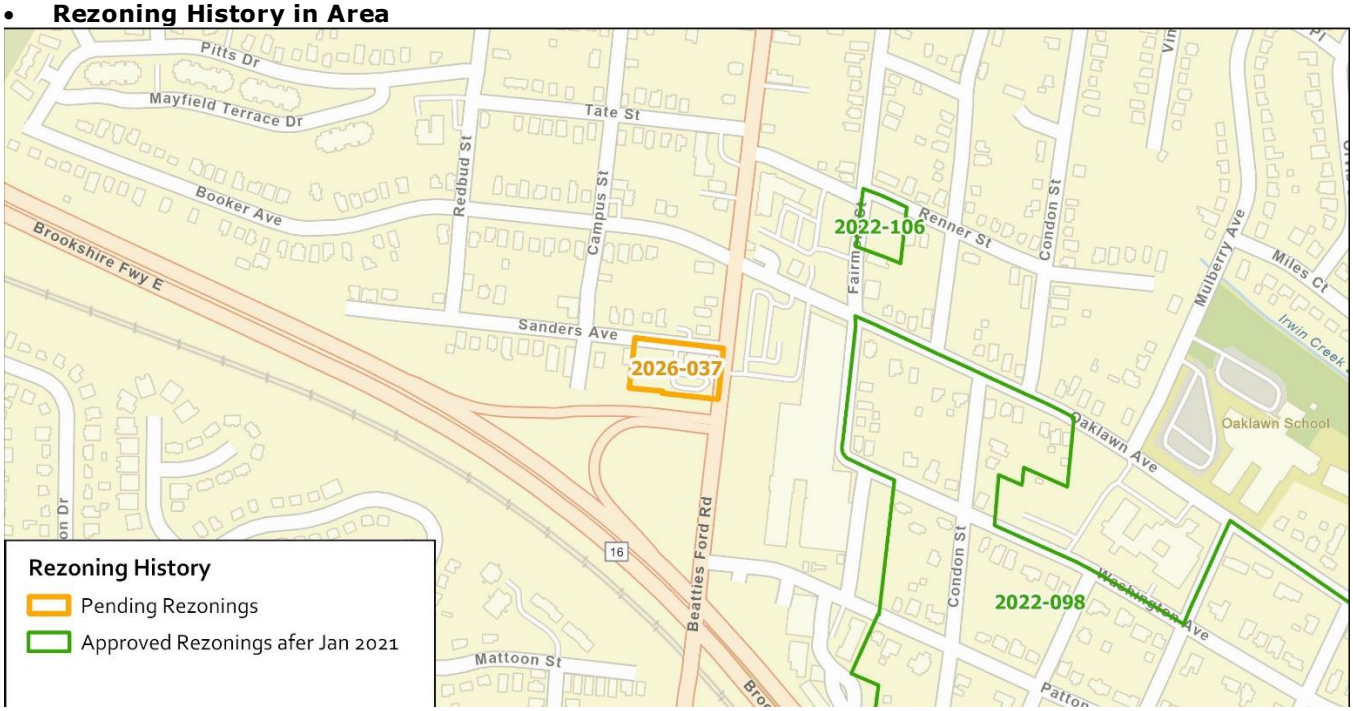
View of the site looking south from Sanders Avenue. The site is the former location of the historic Excelsior Club and is currently vacant.

View of single family detached dwellings along Sanders Avenue. The site is located at the entrance to the Washington Heights neighborhood.

View of commercial buildings located north of the site along Beatties Ford Road. The Beatties Ford Road corridor contains a mix of uses including residential, commercial, and institutional.

View of the Charlotte Water facility located across Beatties Ford Road from the subject site to the east.

- **Rezoning History in Area**



Petition Number	Summary of Petition	Status
2022-098	Rezoned 69.2 acres from R-5 (Single Family Residential) to R-5 HD-O (Single Family Residential, Historic District Overlay) to establish a local historic district for the McCrorey Heights neighborhood.	Rezoning approved.
2022-106	Rezoned 0.5 acres from R-5 (Single Family Residential) to UR-2(CD) (Urban Residential-2, conditional) to allow a maximum of 6 duplex units on 3 lots or 4 single family detached units on 4 lots.	Rezoning approved. LDCP-2023-00351 – approved for 6 duplex units on 3 lots. Construction has not started.

- **Infrastructure and By-Right Development**

- This map depicts infrastructure projects, rezonings, and projects occurring by-right in the vicinity of the subject rezoning. By-right development is development that without exception complies with all standards of the zoning district in which the development is taking place. A project occurring by-right denotes that the development is allowed on the property and needs only to show that the development will meet the ordinance standards).
- More information on the specific projects in this area can be found using [Development Near Me]

- **Public Plans and Policies**

- The *West Inner Community Area Plan* and accompanying *2040 Policy Map* recommends the Neighborhood Center Place Type. The majority of the proposed rezoning is in alignment with the adopted Neighborhood Center Place Type. However, a small portion of the site located along Sanders Avenue is designated as the Neighborhood 1 Place Type and the proposed CAC-1(EX) (Community Activity Center1, exception) and N2-C(CD) (Neighborhood 2-C, conditional) portions of the site are not in alignment with the adopted Neighborhood 1 Place Type. If the rezoning is approved, the adopted place type for a portion of the site would be revised to the Neighborhood 2 Place Type and the Neighborhood Center Place Type.

- Neighborhood Centers are small, walkable mixed-use areas, typically embedded within neighborhoods, that provide convenient access to goods, services, dining, and residential for nearby residents.
- Neighborhood 1 places are the lower density housing areas across Charlotte, where most of the city's residents live, primarily in single-family or small multi-family homes or ADUs.
- Neighborhood 2 places are higher density housing areas that provide a variety of housing types such as townhouses and apartments alongside neighborhood-serving shops and services.
- This site is within the *West Inner Community Area Plan.* The proposed plan does not forward any priority goals but may facilitate other *2040 Comprehensive Plan* goals through reestablishment of a historic landmark and introduction of uses that may contribute to a 10-minute neighborhood.
- Petitions that are out of alignment with the recommended place type for the site are assessed using the Minor Map Amendment Criteria to provide consideration in determining compatibility with the vision and goals of the *2040 Comprehensive Plan*. The criteria is not an exhaustive list and additional factors such as site-specific conditions, context of the area, capital investments, and changes in development patterns may be considered when reviewing rezonings. Below is a table summarizing the criteria for a request that would change a site's place type to Neighborhood 2 and Neighborhood Center.

Criteria for Neighborhood Center Minor Map Amendment	**Description**	**Site Information**
Preferred Minimum Acreage (includes adjacent parcels of the same place type)	5 acres	This site meets the minimum acreage when combined with the Neighborhood Activity Center designation on the following site. The petition exceeds the minimum preferred acreage of 4 acres.
Preferred Place Type Adjacencies	Neighborhood 1 and 2	The site is adjacent to Neighborhood 1 and Neighborhood 2 Place Types.
Locational Criteria (all considered)	Required: • Not within Uptown • Adjacent to N1 or N2 on at least one side Encouraged: • Within Access to Amenities Gap (EGF) • Existing Commercial	The site is abutting the Neighborhood Activity Center within the proposed development as well as to the north across Sander Avenue and to the east across Beatties Ford Road. The site is within ½ mile walkshed of high-capacity transit station and within ½ mile of major transportation corridor Beatties Ford Road is a major arterial road.

Criteria for Neighborhood 2 Minor Map Amendment	**Description**	**Site Information**
Preferred Minimum Acreage (includes adjacent parcels of the same place type)	4 acres	The Neighborhood 2 Place Type portion of the site is less than ½-acre.
Preferred Place Type Adjacencies	N1, NAC, CAC, RAC, COMM, CAMP, IMU, PP	The site is adjacent to Neighborhood 1 and Neighborhood 2 Place Types.
Locational Criteria (all considered)	Within ½ mile walkshed of high-capacity transit station or within ½ mile of major transportation corridor Within ¼ or ½ mile of Activity Center, Campus or Innovation Mixed Use Within Access to Housing Gap (EGF) Remnant parcels Frontage along arterial or major roads	The site is abutting the Neighborhood Activity Center within the proposed development as well as to the north across Sander Avenue and to the east across Beatties Ford Road. The site is within ½ mile walkshed of high-capacity transit station and within ½ mile of major transportation corridor Beatties Ford is a major arterial road.

- **INFRASTRUCTURE COMMENTS**
  - **Charlotte Department of Transportation**
    - The site is located at the intersection of Sanders Avenue, a City-maintained local street, and Beatties Ford Road, a City-maintained major arterial. A Traffic Impact Study (TIS) is not required for the site due to the development generating site trips under ordinance thresholds and not meeting additional TIS triggers. The petitioner has committed to dedicating right of way from centerlines, adjusting sidewalk such that the ramps can align crossing Sanders Avenue to better align with ADA standards and standard developmental requirements.
    - **Active Projects:**
      - CIP - CityLYNX Gold Line, Phase 3
        - Project Description: Extend the streetcar alignment by 6 miles with 17 additional stops.
        - Limits From and To: From Hawthorne Lane & Sunnyside Ave to Central Ave & Eastland CTC
        - Project Phase: Planning
        - CDOT PM: Corey Watt
        - GS PM: CATS – Jim Fatula
    - **Transportation Considerations:**
      - No outstanding issues.
    - **Vehicle Trip Generation:**
      - Current: NC and N1-C.
        - Existing Use: N/A trips per day (based on vacant site).
        - Existing Zoning Entitlements: N/A trips per day (based on based on too many uses to determine).
      - Proposed Zoning: CAC-1 and N2-C. 567 trips per day (based on restaurant/bar).
  - **Storm Water Services**
    - **Considerations:**
      - No comments submitted.
  - **Charlotte Water**
    - Charlotte Water has accessible water system infrastructure for the rezoning boundary via an existing 12-inch water distribution main along Beatties Ford Rd. Accessible sanitary sewer system infrastructure for the rezoning boundary via an existing 8-inch gravity sewer main located along Beatties Ford Rd.
    - **Considerations:**
      - See advisory comments at www.rezoning.org
  - **Charlotte-Mecklenburg Schools**
    - Nonresidential petitions do not impact the number of students generated.
  - **Charlotte Area Transit System**
    - The site is located along the proposed CityLYNX Gold Line Phase 3 extension and the petitioner should coordinate with CATS during the Land Development process for the future street trees and bike lane within the Beatties Ford Road right-of-way.
    - **Considerations:**
      - No outstanding issues.

CITY DEPARTMENT COMMENTS

- **Charlotte Department of Housing and Neighborhood Services:** No comments submitted.
- **Charlotte Department of Solid Waste Services:** No comments submitted.
- **Charlotte-Douglas International Airport:** No comments submitted.
- **Charlotte Fire Department:** No comments submitted.
- **Erosion Control:** No comments submitted.
- **Long Range Planning:** See advisory comments at www.rezoning.org
- **Urban Forestry:** No outstanding issues.

MECKLENBURG COUNTY COMMENTS

- **Charlotte-Mecklenburg Historic Landmarks:** No comments submitted.
- **Mecklenburg County Land Use and Environmental Services Agency:** See advisory comments at www.rezoning.org
- **Mecklenburg County Park and Recreation Department:** No comments submitted.

OUTSTANDING ISSUES PRIOR TO PUBLIC HEARING

Site and Building Design

1. ~~Entitlement Services: Add note that final placement and design of Washington Heights neighborhood sign will be coordinated with Urban Design.~~ Addressed

Additional information (department memos, site plans, maps etc.) online at www.rezoning.org
Planner: Maxx Oliver 704-336-3818