



Brevard Street

Text Amendment

Charlotte - Mecklenburg
Planning Department

TONIGHT'S AGENDA

- Welcome and Introductions
- Purpose, Process and Timetable
- Brevard Street Land Use and Urban Design Plan Overview
- Proposed Brevard Street Text Amendment
- Preliminary Modifications to the Zoning Ordinance
- Discussion of Proposed Changes
- Wrap Up and Next Steps



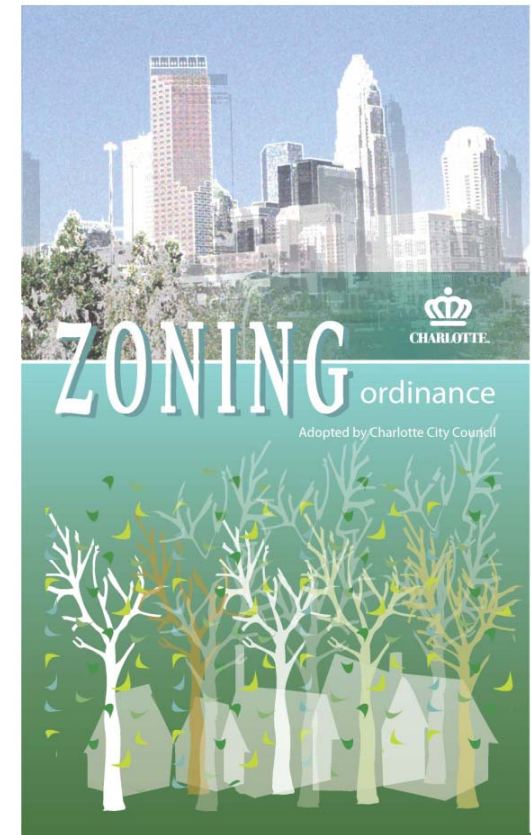
WELCOME AND INTRODUCTIONS

- Name
- Are you a Property Owner? Adjacent Owner?
Neighborhood Representative? Interested Citizen?



MEETING PURPOSE

- Provide an Overview of the Brevard Street Land Use and Urban Design Plan
- Present preliminary modifications to the Zoning Ordinance based on the recommendations of the Brevard Street Plan
- Receive feedback on proposed changes



BACKGROUND

- City Investment in NASCAR Hall of Fame, Convention Center and Arena
- The Brevard Street Land Use and Urban Design Plan adopted by City Council in March of 2008
- Stakeholder process to assist with the development of preliminary modifications to the Zoning Ordinance regulations



BREVARD STREET
LAND USE & URBAN DESIGN STUDY
CITY OF CHARLOTTE
PLANNING COMMISSION

FEBRUARY 2007

PROCESS AND TIMELINE

6 month process

- June 25th Plan overview, presentation of preliminary modifications to the Zoning Ordinance; feedback on proposed changes
- July 7th Respond to feedback, continued discussion
- Sept 8th Draft text amendment presented
- Sept-Oct Public hearing on text amendment
- Oct-Nov City Council decision
- Nov-Dec Incorporate text amendment into Zoning Ordinance

PROJECT OVERVIEW

STUDY AREA BOUNDARIES

Brevard Street

Roughly bounded by:

- The South Corridor LRT
- East Trade Street
- South Caldwell Street and
- I-277



PROJECT OVERVIEW

PLAN DEVELOPMENT PROCESS

Brevard Street

Community Based Planning Process:

- Hired Consultants (Design & Market)
- Six Month Process
- Stakeholder Interviews
- Interdepartmental Steering Team
- 3 Public Workshops
- Adopted by City Council on 3-24-08



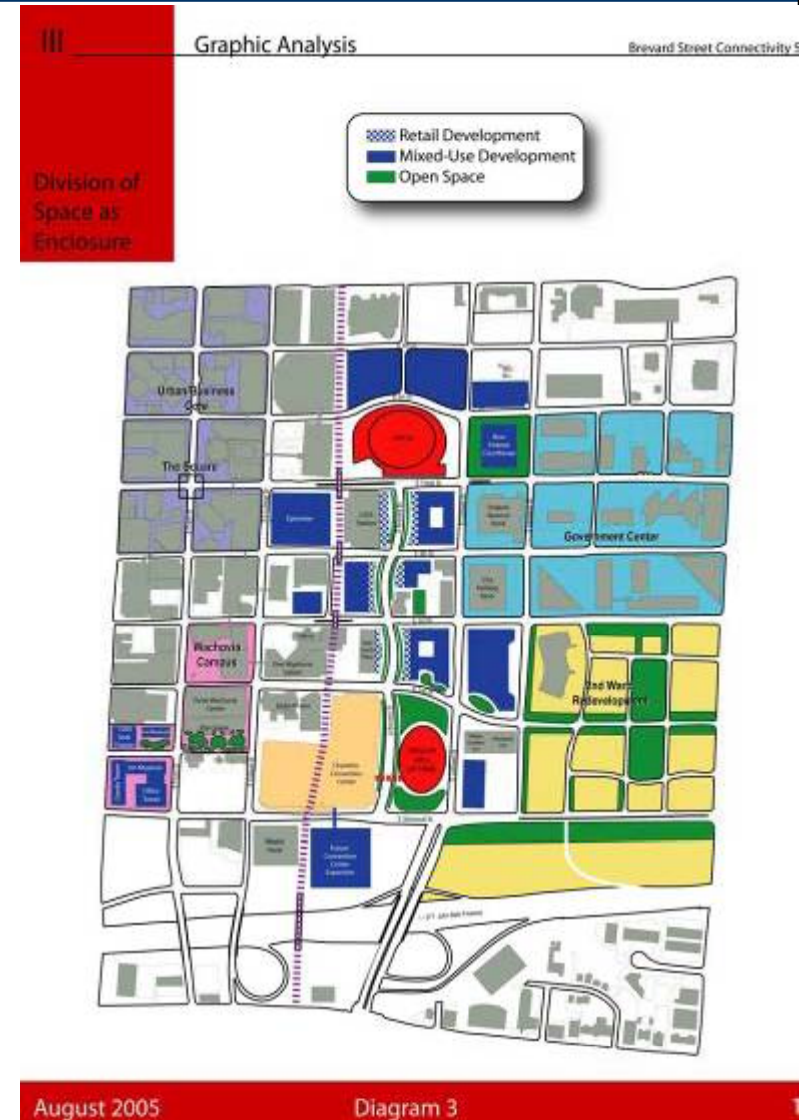
Brevard Street
Land Use & Urban Design Plan

PROJECT OVERVIEW

VISION STATEMENT

Brevard Street

To create the Brevard and Caldwell Street area as a distinctive, diverse and attractive urban place by focusing and capitalizing on the proximity of the three major public anchors (the Time Warner Cable Arena, Charlotte Convention Center and the NASCAR Hall of Fame) located in the area.



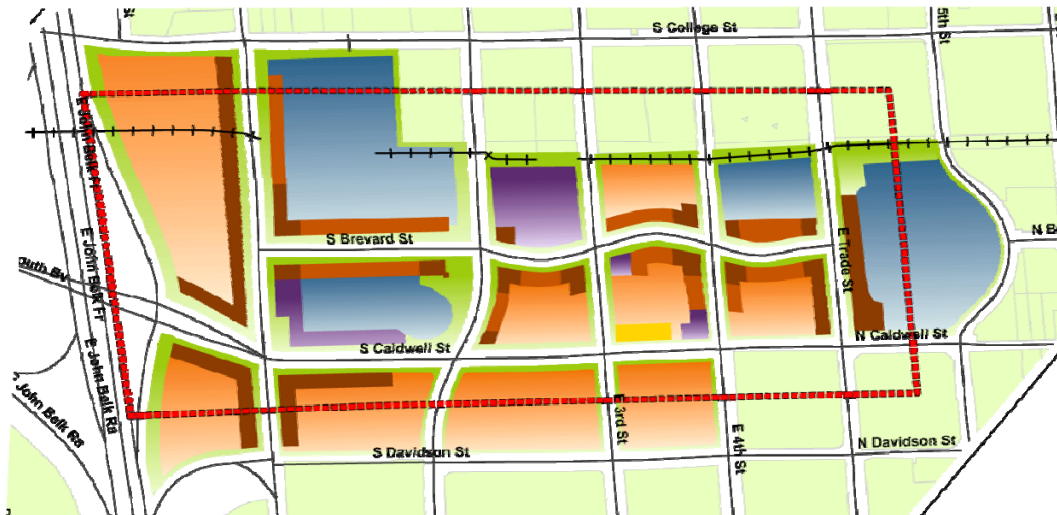
LAND DEVELOPMENT & LAND USES RECOMMENDATIONS

Brevard Street

- **Encourage a diversity of uses, activities and sizes of development**

Means to achieve this goal include:

- Provide retail on the first floor on Brevard Street
- Provide an unbroken retail street facade along Brevard



LAND DEVELOPMENT & LAND USES RECOMMENDATIONS

Brevard Street

- **Design as urban and organic**

Means to achieve this goal include:

- Encourage smaller & local retailers
- Encourage restaurants
- Provide a mixture of uses to support retail and transit



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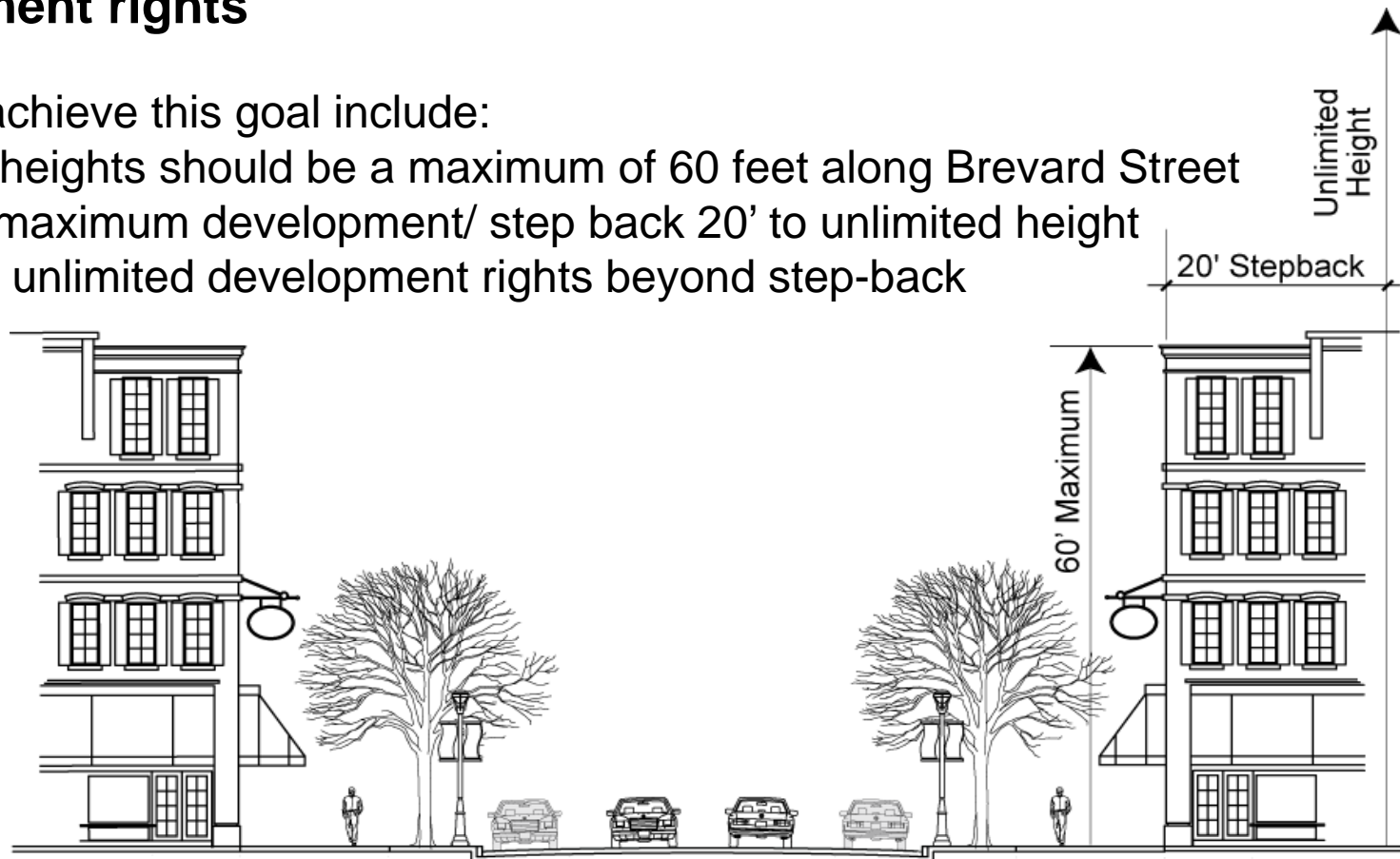
LAND DEVELOPMENT & LAND USES RECOMMENDATIONS

Brevard Street

- **Create a consistent pedestrian scale along Brevard Street and build upon the existing character of the area, without impacting development rights**

Means to achieve this goal include:

- Building heights should be a maximum of 60 feet along Brevard Street
- Provide maximum development/ step back 20' to unlimited height
- Allow for unlimited development rights beyond step-back



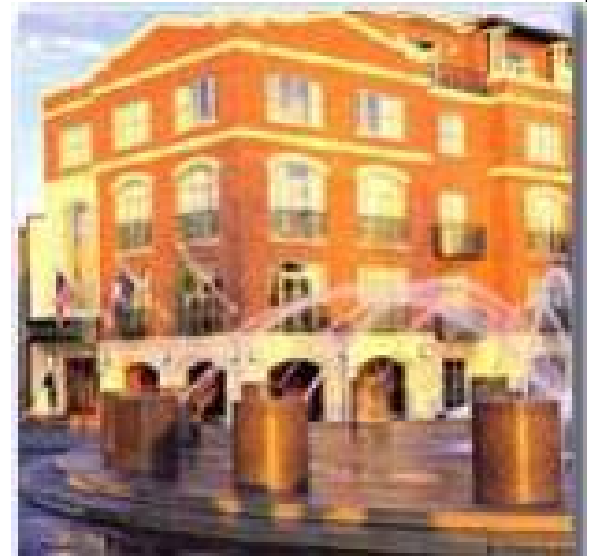
LAND DEVELOPMENT & LAND USES RECOMMENDATIONS

Brevard Street

- **Create a safe comfortable pedestrian friendly area**

Means to achieve this goal include:

- Redefine the Brevard Street cross-section as a two-way street with on-street parking
- Provide for wide sidewalks
- Provide areas for outdoor dining



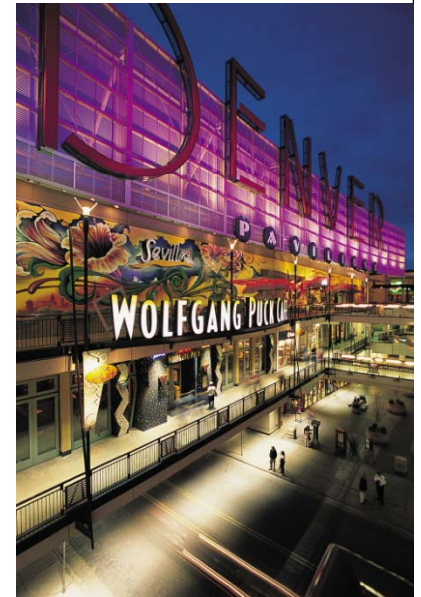
LAND DEVELOPMENT & LAND USES RECOMMENDATIONS

Brevard Street

- **Encourage high quality architecture**

Means to achieve this goal include:

- Provide varied architecture at the street
- Provide an unbroken building façade with first floor useable on all new buildings
- Design the building architecture to enable first floor retail



LAND DEVELOPMENT & LAND USES RECOMMENDATIONS

Brevard Street

- **Screen parking on Brevard Street**

Means to achieve this goal include:

- Provide access to parking from side streets
- Limit parking for new residential
- Waive parking requirements for small retailers
- Do not allow sloped ramps of parking to be expressed on any building facade
- Visually screen the top level parking from adjacent uses



CONNECTIVITY & LINKAGES RECOMMENDATIONS

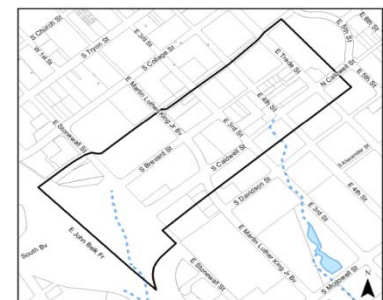
Brevard Street

- **Provide improved connections**
(Being Implemented)
 - Use the pedestrian wayfinding system I-77/I-277
 - Provide more comfortable, attractive and safe pedestrian environment
 - Provide safe and efficient bicycle and pedestrian routes to Brevard Street within Center City
 - Use the vehicular wayfinding system to direct motorists to the parking supply on a real time basis



PRELIMINARY
MODIFICATIONS TO THE
ZONING ORDINANCE

- The existing UMUD regulations achieve part of the Brevard Street Vision.
- To fully transform the Area into a vibrant, people-oriented place, the Plan suggests that modification of the UMUD zoning regulations may be the method to implement the recommendations and achieve the Vision.
- Staff has initiated the process of identifying preliminary modifications to the UMUD standards that would supplement or modify existing UMUD standards in this specific geography.
- Stakeholder feedback and suggestions are always welcome.



PRELIMINARY TEXT MODIFICATIONS

Minimum Setback

- New Buildings:
 - Brevard: Min. 22'
 - Caldwell: Min. 16'
 - Measured from back of curb



UMUD Setback: 12' or
Center City Transportation Plan: 22'

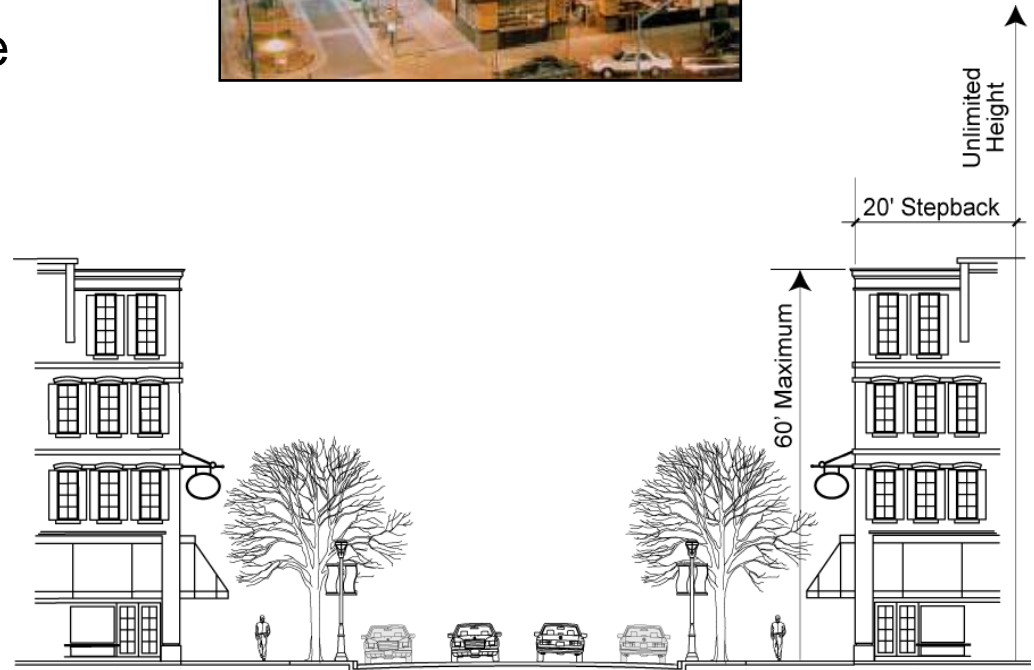
PRELIMINARY TEXT MODIFICATIONS

Building Height:

- Maximum 60' along Brevard and Caldwell
- The height is unlimited over 60' if the upper portion of the building is stepped back 20' from the minimum setback.



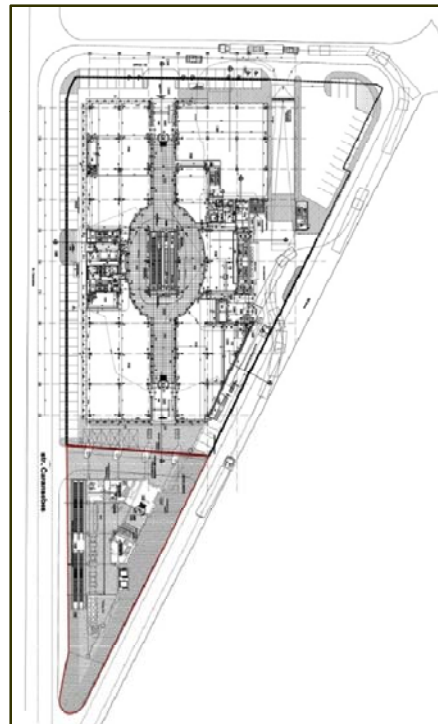
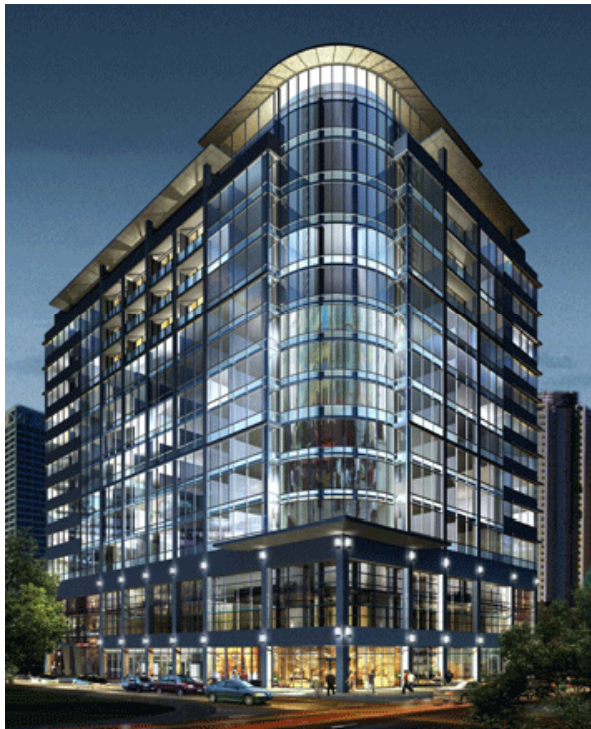
UMUD: Unlimited, except no structure over 60' on a lot abutting residential district with residential use can cast a shadow greater than 20' across the property line.



PRELIMINARY TEXT MODIFICATIONS

First Floor Retail

- New Buildings: Minimum of 50% of net first floor shall be designed to accommodate retail activities.



UMUD: Buildings over 100,000 sq. ft. must have a minimum of 50% of the net first floor designed for retail activities. Also applies to expansions where over 100,000 sq. ft is added to the street level area.

PRELIMINARY TEXT MODIFICATIONS

Street Level Facades: An unbroken “storefront” appearance

- New Buildings on Brevard Street:
 - 100% of first floor façade shall accommodate retail activities.
- New Buildings on Other Streets:
 - Minimum of 75% of first floor façade to accommodate retail activities.
- Retail First Floor:
 - Clear vision glass windows and doors.
 - No reflective or spandrel glass.



UMUD: Transparent windows and doors on at least 50% of the first floor street frontage.

PRELIMINARY TEXT MODIFICATIONS

Variation in Building Façade Every 60'

- Architectural elements, color variation, change in façade setback, or other elements.



UMUD: Design elements to enliven the streetscape such as ornamentation, molding, architectural lighting, art, fountains, furniture, landscaping, changes in materials, etc.

PRELIMINARY TEXT MODIFICATIONS

Parking for New Residential Uses

- Maximum of 1.6 parking spaces per unit

Parking for Small Retail Uses

- Parking may be waived if a parking facility available to the general public is located at a distance of up to 1600 feet from the retail use.

UMUD: Minimum of one (1) parking space per residential unit;

Commercial uses with more than 20,000 sq. ft. of GFA located on lots with a minimum 40' street frontage must provide parking at a sliding scale ratio ranging from .5 for each 1000 square feet to 1.25 for each 1000 sq. ft.

Brevard Street

COMPARISON OF UMUD AND BREVARD STREET AREA PRELIMINARY STANDARDS

	Uptown Mixed Use District (UMUD)	Preliminary Brevard Street Area Standards to implement the Vision and Recommendations in the Plan
Minimum Setback	12'	22' on Brevard; 16' along Caldwell
Building Height	Unlimited height, except when abutting a residential district with a residential structure of 40' or less, then can't cast more than a 20' shadow across property line.	Maximum of 60' along Brevard and Caldwell. Can exceed 60' if upper portion of building is stepped back 20' from the minimum setback.
First Floor Uses	Buildings over 100,000 sq. ft must have minimum of 50% of net first floor for retail activities. Also applies to building expansions when more than 100,000 sq. ft. is added to the street level floor area.	New buildings: Minimum of 50% of net first floor shall accommodate retail activities
Street Level Facades	Transparent windows and doors along 50% of first floor street frontage.	New buildings: 100% of first floor façade along Brevard designed to accommodate retail activities; minimum of 75% along all other streets. Clear vision glass and no reflective or spandrel glass on street level façade.
Variation in Building Façade		Every 60'
Parking Required for Residential	1 space per residential unit.	Maximum of 1.6 parking spaces per residential unit.
Parking for Small Retail Uses	New Office and Commercial uses with more than 20,000 sq. ft. of GFA located on lots with a min. 40' street frontage on any street, to provide parking at a sliding scale ratio ranging from .5 for each 1000 square feet to 1.25 for each 1000 sq. ft. Hotels: .5 spaces per room. Parking may be met up to 1600' from the use.	Parking may be waived if parking availability is located within a 10 minute walk.

Brevard Street

	Uptown Mixed Use District (UMUD)	Preliminary Brevard Street Area Standards to implement the Vision and Recommendations in the Plan
Structured Parking Facilities	New facilities along Tryon Street can not have structured parking facility access. Along Trade Street, "right in" and "right out" is permitted.	New facilities can not have access to or from Brevard; access can be provided along other streets. Must have a transition area for vehicle stacking between the entrance and/or exit gates or pay station and the back of the sidewalk. Sloped express ramps are prohibited.
Side and Rear Yards	None	Same
Streetscape Plan and Design Standards	As per adopted plans	Same
*Paving	As per adopted plans	Same
*Street Walls	Encourage and complement pedestrian-scale interest and activity. No blank walls over 20' in length.	Same
*Screening	Structures/facilities for trash, storage, loading and outdoor equipment must be screened so as not to be visible from the street and pedestrian circulation areas. Screening standards include wall and fence materials as well as new and existing grade level parking lots.	Same
*Signs, banners, etc.	Chapter 13; Off-premise Major Event Banner regulations	Same
*Street Trees	As per Tree Ordinance and adopted Streetscape Plan	Same
*Street Right-of-Way	Protected	Same

Brevard Street

	Uptown Mixed Use District (UMUD)	Preliminary Brevard Street Area Standards to implement the Vision and Recommendations in the Plan
*Building Entrances	Doorways recessed into face of the building. Structures less than 100,000 sq. ft: 1 sq. ft recess for each 1,000 sq. ft. floor area, with a minimum of 15 sq. ft. Structures over this size: minimum 100 sq. ft. recess.	Same
*Base of High Rise (5+ stories)	Base(3 stories) distinguished from top floors with design elements.	Same
Existing Buildings and Places	Preservation and rehabilitation of existing buildings to preserve heritage of Charlotte.	Same
Urban Open Spaces	Provide at a ratio that varies per building square footage. Ranges from 1 sq. ft per 200 sq. ft. of area to 1 sq. ft per 100 sq. ft. of area. Maximum of 30% may be provided on the enclosed ground floor, unless within 200' of publically owned/useable open space, then up to 50% may be provided on the enclosed ground floor. Requirements for seating, trees, provisions for the disabled, accessibility to the street.	Same
Canopies	Can extend up to 1/2 the width of the sidewalk area in front of the building, or 9', whichever is less. 9' overhead clearance.	
Utility Lines	Underground.	Same
Rail Transit Corridors	Minimum setback: 35' or width of the right-of-way, whichever is greater.	Same
Valet Parking	Located at the face of the existing curb if the public right-of-way is being used. Located to the side or rear of the building if located on private property, but not between the building and the street.	Same
Loading Standards	Multi-family dwellings with more than 25 units: 1 space; Non-residential uses with more than 50,000 sq. ft: 1 space plus 1 additional for each 100,000 sq. ft. above 150,000 sq. ft.	Same

DISCUSSION OF PRELIMINARY MODIFICATIONS

WRAP UP AND NEXT STEPS

Wrap Up Summary

Additional Comments?

Dan Thilo: dthilo@ci.charlotte.nc.us or 704 336-8321

Website for viewing Brevard Street Plan:

<http://www.charmeck.org/Departments/Planning/Rezoning/Stakeholder+Groups/Text+Amendment+Stakeholder+Group/Brevard+Street+Stakeholders.htm>

Next Meeting: July 7th, 2009
6-8 pm
Room 267