

COMMUNITY MEETING REPORT  
**Petitioner: W. HOLT PARHAM**  
Rezoning Petition No. 2016-044

This Community Meeting Report is being filed with the Office of the City Clerk and the Charlotte-Mecklenburg Planning Commission pursuant to the provisions of the City of Charlotte Zoning Ordinance.

**PERSONS AND ORGANIZATIONS CONTACTED WITH DATE AND EXPLANATION OF HOW CONTACTED:**

A representative of the Petitioner mailed a written notice of the date, time and location of the Community Meeting to the individuals and organizations set out on Exhibit A attached hereto by depositing such notice in the U.S. mail on March 7, 2016. A copy of the written notice is attached hereto as Exhibit B.

**DATE, TIME AND LOCATION OF MEETING:**

The Community Meeting was held on Tuesday, March 15, 2016 at 6:30 p.m. at The Gallery in South End, 1320 South Church Street, Charlotte, NC 28203.

**PERSONS IN ATTENDANCE AT MEETING (see attached copy of sign-in sheet):**

The Community Meeting was attended by those individuals identified on the sign-in sheet attached hereto as Exhibit C. The Petitioner was represented at the Community Meeting by Vinay and Toni Sawhney, as well as by Petitioner's agents Stephen Overcash with Overcash Demmitt Architects, and Collin Brown and Brittany Lins with K&L Gates.

**SUMMARY:**

Collin Brown opened the meeting by welcoming attendees and introducing the Petitioner's team. Mr. Brown also mentioned the Charlotte Agenda team for their help in getting the initial word out about the rezoning petition and facilitating neighborhood feedback.

In an introductory meeting, advertised by the Charlotte Agenda, the attendees saw initial plans for a hotel at the corner of South Tryon Street and West Kingston Avenue before it was filed. Attendees were also able to weigh in on three different potential architectural designs for the hotel.

Since most of the attendees of this official meeting were also at the informal pre-filing meeting, Mr. Brown stated that much of the background information for the site could be addressed quickly.

Mr. Brown outlined the various considerations that must be taken into account at the site. Potentially conflicting interests of the existing property owner, existing zoning, environmental conditions, CDOT, adjacent owners, adopted area plans, community concerns, and market reality all come together to shape the redevelopment of the site. The site contains ground contamination

from old industrial practices in the area, which has prevented the Petitioner from building the parking garage underground, as initially planned. Additionally, the adjacent owner at the Park & Kingston apartment complex has expressed would not like a hotel wall to be build right up against the apartment units or a tower that overlooks the apartment complex's pool.

Mr. Brown stated that the current zoning on the site, B-1 (business), allows a wide variety of commercial uses, but prohibits a hotel. This is why a rezoning is necessary. The Petitioner plans to rezone the property to TOD-M (transit-oriented mixed use), through a conditional rezoning, which will require a detailed site specific plan.

Mr. Brown explained that the Petitioner heavily relied on the recommendations of the South End Station Area Plan in shaping the plans for this site. Mr. Brown then showed the initial plan filed by the Petitioner, which has evolved based on community feedback and initial meetings with South End neighborhood leaders.

Thanks to the Charlotte Agenda, the Petitioner was able to receive feedback on the initial plans. The most prevalent comments addressed a desire to see retail on the ground floor. Initially, the Petitioner said that retail would not work on the site for various reasons. Feedback also included a desire for open spaces and an active area that feels comfortable for pedestrians. A few commenters said they want to avoid "cars behind bars" for the parking deck. The Petitioner's design team also presented three potential design options at the informal initial meeting. Based on feedback collected, most people seemed to like the natural brick option.

Mr. Brown said that the revised plan incorporates these comments and uses the natural brick design rendering preferred by the majority of commenters. Mr. Brown showed updated renderings for the ground floor, showing commercial components. There could be a café or other commercial use at the corner of South Tryon Street and West Kingston Avenue as well as another commercial space on West Kingston Avenue. Overall, about 4,700 feet of commercial square footage has been added to the plan. Addition of active ground-floor uses has necessitated the relocation of the Kingston Avenue driveway. The hotel lobby has now been extended and there is only a very small area of parking behind decorative screening, reducing the amount of "cars behind bars." The second story rendering now shows hotel amenities as well as a new hotel terrace that overlooks the future park across West Kingston Avenue.

Mr. Brown then showed an elevation rendering in order to discuss building height. He explained that typically in the TOD zoning district the recommended building height is based on the property's distance from single-family homes. Here, the ordinance would recommend that the building height should be 55 feet. However, due to the inability to build parking underground, the Petitioner will need to request an optional provision in the rezoning plan to exceed this height recommendation in order to make the redevelopment financially feasible. In the originally filed site plan, the Petitioner requested 85 feet. However, the design team has now been able to accommodate a reduced height request of 75 feet in height, excluding decorative architectural elements. Since this height request is more than the recommended height in the ordinance, the City has requested that the Petitioner justify the extra building height. Mr. Brown noted that other rezonings in the area have received approval of building heights of up to 156 feet.

Mr. Brown also explained that the total amount of hotel rooms has now been reduced from 200 rooms to 120 rooms. This will result in reduced numbers in CDOT's traffic study. However, the retail components added to the revised plan will create increased traffic, thus essentially resulting in insignificant changes in traffic volume overall since the last traffic study. The volume of traffic added by this redevelopment project does not seem to be a significant impact on the area.

Mr. Brown then briefly summarized the rezoning schedule and stated that the Petitioner intends for the project to go to public hearing in April and result in a City Council decision in May, if everything stays on track. This could result in groundbreaking late this year and completion of the project in 2017.

Mr. Brown concluded the formal presentation by opening it up for discussion and questions from attendees. One attendee inquired into the potential for a pedestrian crossing across South Tryon Street. Mr. Brown responded that no discussion with the City has occurred at this time. He further explained that South Tryon Street is governed by NCDOT and is subject to their goals for the road, which are usually less pedestrian-focused than CDOT. Mr. Brown said that the Petitioner would agree that a pedestrian crossing would be an amenity to the site, but has not been approached about any accommodations at this time.

One attendee inquired into the potential types of business that may be interested in the retail units at the site. A representative of the Petitioner responded that no retailers have been identified yet, but that initial broker research recognizes that retail components can work at this site location.

Another attendee asked about the estimated price of hotel rooms. Mr. Sawhney responded that the Petitioner estimates the hotel rooms will be somewhere around the \$125-150 range, which would be more affordable than hotels in Uptown and would be accommodating to South End residents' guests.

The open discussion session concluded at 7:30 p.m. Following the formal discussion session, the Petitioner's team continued to answer individual questions and departed at 7:45 p.m.

Respectfully submitted, this 21st day of March, 2016.

cc: The Honorable LaWana Mayfield  
Clerk to the Charlotte City Council  
Ms. Tammie Keplinger  
Mr. Solomon Fortune  
The Charlotte Agenda (via email)  
Gary Barbeau (via email)  
Josh Glassberg (via email)

## **EXHIBIT A**



Pet_No	TaxPID	ownerlastn	ownerfirst	cownerfirs	cownerlast	mailaddr1	mailaddr2	city	state	zipcode
2016-044	11908913	1612 TRYON LLC				604 W KINGSTON AVE		CHARLOTTE	NC	28203
2016-044	12306108	1616 CENTER LLC			C/O BEACON PARTNERS	610 EAST MOREHEAD ST SUITE 250		CHARLOTTE	NC	28202
2016-044	12306329	ALARCON	MARIA DEL CARMEN			1700-CAMDEN RD UNIT 204		CHARLOTTE	NC	28203
2016-044	11908827	B & E INVESTMENTS LLC				PO BOX 2367		CORNELIUS	NC	28031
2016-044	12306334	BEAR	SUSAN			1700 CAMDEN RD UNIT 401		CHARLOTTE	NC	28203
2016-044	12306103	BR PARK & KINGSTON CHARLOTTE LLC			C/O BLUEROCK REAL ESTATE LLC	712 FIFTH AVE 9TH FL		NEW YORK	NY	10019
2016-044	11907906	BRNELL HOLDINGS LLC				205 SILVERCLIFF DR		MOUNT HOLLY	NC	28120
2016-044	11908904	BRNELL HOLDINGS LLC				205 SILVERCLIFF DR		MOUNT HOLLY	NC	28120
2016-044	11908905	BRNELL HOLDINGS LLC				205 SILVERCLIFF DR		MOUNT HOLLY	NC	28120
2016-044	11908906	BRNELL HOLDINGS LLC				205 SILVERCLIFF DR		MOUNT HOLLY	NC	28120
2016-044	11908907	BRNELL HOLDINGS LLC				205 SILVERCLIFF DR		MOUNT HOLLY	NC	28120
2016-044	12304201	BROWN	GAINES E JR			1520 S TRYON ST		CHARLOTTE	NC	28203
2016-044	11908821	BROWN	SANDRA NOWAK			226 WEST PARK AV		CHARLOTTE	NC	28203
2016-044	12306328	BROYHILL	WILLIAM C			1700 CAMDEN RD STE 203		CHARLOTTE	NC	28203
2016-044	12306120	CADIEU	JOSEPH HENRY			1605 SCOTT AVE		CHARLOTTE	NC	28203
2016-044	12306301	CAMDEN USA INC				PO BOX 27329		HOUSTON	TX	77227
2016-044	12306203	CAMERON	MARJORIE DEATON HEIRS		C/O DEBORAH D CAMERON	19045 BRIGADOON PL		CORNELIUS	NC	28031
2016-044	12306332	CHRISTIENSEN	CELESTIAL CHASTITY			1700 CAMDEN RD UNIT 303		CHARLOTTE	NC	28203
2016-044	11908922	CRESKO INVESTING LLC			RNR INVESTING LLC	3580 RAWLEY ST		CORONA	CA	92882
2016-044	11908824	CRIDER	JOHN B R/L/T			206 PARK AVE WEST		CHARLOTTE	NC	28203
2016-044	11908825	CRIDER	JOHN B R/L/T			206 PARK AVE WEST		CHARLOTTE	NC	28203
2016-044	11908826	CRIDER	JOHN B R/L/T			206 PARK AVE WEST		CHARLOTTE	NC	28203
2016-044	11908915	DUNSON	WILLIAM B III			1623 LOGIE AVE		CHARLOTTE	NC	28205
2016-044	11908823	ENWALL	CORY K	LARA D	ENWALL	218 W PARK AVE		CHARLOTTE	NC	28203
2016-044	11908829	EVANS	ERMAN J	BETTY R	EVANS	PO BOX 2367		CORNELIUS	NC	28031
2016-044	11908828	EVANS	ERMAN J JR	BETTY R	EVANS	PO BOX 2367		CHARLOTTE	NC	28031
2016-044	11908918	EVANS	ERMAN J JR	BETTY R	EVANS	P O BOX 2367		CORNELIUS	NC	28031
2016-044	12306327	EVELHOCH	ALEX PAUL			1700 CAMDEN RD UNIT 202		CHARLOTTE	NC	28203
2016-044	12306333	FLAUM	MICHAEL D			310 ARLINGTON AVE	UNIT 204	CHARLOTTE	NC	28203
2016-044	12306336	GEORGE	BOYD LEE	ELIN HAMALAINEN	GEORGE	1820 4TH ST PLACE NW		HICKORY	NC	28601
2016-044	12306101	GOFORTH	RUTH			50119 FOX RD		ALBEMARLE	NC	28001
2016-044	12306102	GOFORTH	RUTH			50119 FOX RD		ALBEMARLE	NC	28001
2016-044	12306121	GOFORTH	RUTH D			50119 FOX RD		ALBEMARLE	NC	28001
2016-044	12306119	GRIFFIN	ALAN B			1617 S TRYON ST		CHARLOTTE	NC	28203
2016-044	11907953	GROENEWOLD	JASON			241 WEST KINGSTON AVE UNIT A		CHARLOTTE	NC	28203
2016-044	11907905	HALL	RACHEL	GEORGE	HALL	728 WINGRAVE DR		CHARLOTTE	NC	28270
2016-044	12306110	HMV CAMDEN LLC				1600 CAMDEN RD		CHARLOTTE	NC	28203
2016-044	11908916	IGNASH	BRIAN J	JESSICA P	IGNASH	219 W PARK AVE		CHARLOTTE	NC	28203
2016-044	11908919	JOHNSON	KRISTIN MCLAURIN			231 W PARK AV		CHARLOTTE	NC	28203
2016-044	11908822	JOHNSON	MATTHEW E	HOLLY	JOHNSON	222 W PARK AV		CHARLOTTE	NC	28203
2016-044	11907955	JOWERS	JESSICA C			241 KINGSTONE AVE #C		CHARLOTTE	NC	28203
2016-044	11907954	KELLY	THOMAS D			241 W KINGSTON AV # B		CHARLOTTE	NC	28203
2016-044	12306324	KINETIC PROPERTIES TWO LLC				2865 BARTNAM RD		WINSTON-SALEM	NC	27106
2016-044	12306325	KINETIC PROPERTIES TWO LLC				2865 BARTNAM RD		WINSTON-SALEM	NC	27106
2016-044	12306337	KINETIC PROPERTIES TWO LLC				2865 BARTRAM RD		WINSTON SALEM	NC	27106
2016-044	12306326	LANIER	AMANDA PAIGE			1700 CAMDEN RD ,UNIT 201		CHARLOTTE	NC	28203

2016-044	12306331	LILES LIMITED 1 LLC			PO BOX 36184	CHARLOTTE	NC	28236	
2016-044	12306221	LONDON	MARILYN L	MARILYN L	10305 OSPREY DR	PINEVILLE	NC	28134	
2016-044	12306222	LONDON	MARILYN L (LIVING TRUST)		10305 OSPREY DR	PINEVILLE	NC	28134	
2016-044	12306220	LONDON	MARILYN L(LIVING TRUST)		10305 OSPREY DR	PINEVILLE	NC	28134	
2016-044	12306219	LONDON	MARILYN LIVING TRUST		10305 OSPREY DR	PINEVILLE	NC	28134	
2016-044	11907903	MACKEY	CHARLES E	JERRY	14307 KATHLEEN LN	BRANDYWINE	MD	20613	
2016-044	12306206	MATTHEWS	B FRANK II		PO BOX 3737	GASTONIA	NC	28054	
2016-044	12306209	MATTHEWS	DAVID NELSON		2305 VAIL AVE	CHARLOTTE	NC	28207	
2016-044	11907904	MAYBECK	DAWN A	NANCY C	1714 S TRYON ST	CHARLOTTE	NC	28203	
2016-044	11907952	MAYBECK	DAWN A	NANCY C	235-237 WEST KINGSTON AV	CHARLOTTE	NC	28203	
2016-044	12306330	MCWEENEY	PATRICK J	CATHERINE	1700 CAMDEN RD UNIT 301	CHARLOTTE	NC	28103	
2016-044	11908914	MEHTA	SHIVANI		PARK	CHARLOTTE	NC	28203	
2016-044	12306218	MORROW	JOHN KNOX		1725 S TRYON ST	CHARLOTTE	NC	28203	
2016-044	12306116	PARK KINGSTON INVESTORS LLC			421 E MOREHEAD ST SUITE #400	CHARLOTTE	NC	28202	
2016-044	12306118	PARK KINGSTON INVESTORS LLC			521 E MOREHEAD ST STE 400	CHARLOTTE	NC	28202	
2016-044	12306112	PRICE	DEWITTE TALMADGE		1614 CAMDEN RD	CHARLOTTE	NC	28203	
2016-044	12306109	PRICE	STEVEN T		PO BOX 3463	MATTHEWS	NC	28106	
2016-044	12306111	PRICE	STEVEN T		PO BOX 3463	CHARLOTTE	NC	28106	
2016-044	12306123	PRICE	STEVEN T		PO BOX 3463	MATTHEWS	NC	28106	
2016-044	12306205	RENGER	PAGE M L/T		2062 HOPEDALE AVE	CHARLOTTE	NC	28207	
2016-044	11908910	REPP	BRIAN S	JEFFREY	1630 S TRYON ST	CHARLOTTE	NC	28203	
2016-044	11908911	REPP	BRIAN S	JEFFREY	1630 SOUTH TRYON ST	CHARLOTTE	NC	28203	
2016-044	11908917	ROSS	BRETT THOMAS		721 BARKSDALE CIR	CHARLOTTE	NC	28270	
2016-044	11908912	SENN	VELMA L		1616 S TRYON ST	CHARLOTTE	NC	28203	
2016-044	11908908	SHEFFIELD ENTERPRISE			C/O CALVIN G GREEAR	GREENVILLE	SC	29609	
2016-044	12306312	STASCZAK	RICHARD	NANCY	STASCZAK	937 TADLOCK PL	MATTHEWS	NC	28105
2016-044	12306207	TAYLOR	DOUGLAS		204 WEST BLVD	CHARLOTTE	NC	28203	
2016-044	11907956	WALKER	ARIENE CARMEN		241 W KINGSTON AV	CHARLOTTE	NC	28203	
2016-044	11908903	WALL	GLORIA JEAN	AQUANETTA	240 W KINGSTON AVE	CHARLOTTE	NC	28203	
2016-044	11908920	WALSH	COLLIN MICHAEL		235 W PARK AV	CHARLOTTE	NC	28203	
2016-044	12306204	WILLIAMS	BILLY S	HELEN J	1040 RIDDLE OAK LN	CLOVER	SC	29710	
2016-044	11908921	WITHROW	DAVID E	MARILYN W	5121 CHILLMARK RD	CHARLOTTE	NC	28226	
2016-044	11908909	WRENN	ANDREW W		1630 S TRYON ST	CHARLOTTE	NC	28203	
2016-044	11908820	WRIGHT	MELISSA CRYMES	DANIEL P	230 WEST PARK AV	CHARLOTTE	NC	28203	
2016-044	12306335	WYNDHAM	CHARLES	SYLVIA	1700 CAMDEN RD Unit 402	CHARLOTTE	NC	28203	

Petition Nc	FirstName	LastName	OrgLabel	MailAddress	MailCity	MailZip
2016-044	Liason	Community	Brookhill (S Tryon Comm. Mission Church)	2516 South Tryon Street	Charlotte	NC 28203
2016-044	Mike	Sposato	Carolina Realty Advisors	1001 East Boulevard	Charlotte	NC 28203
2016-044	Karen	Sullivan	Charlotte Observer	600 South Tryon Street	Charlotte	NC 28202
2016-044	Will	Mover	EPHESUS CHURCH	PO Box 31395	Charlotte	NC 28231
2016-044	Nina	Lipton	Olmsted Park Homes HOA	415 Meacham Street	Charlotte	NC 28203
2016-044	Tom	Johnson	Quail Hollow Estates IV	527 South Church Street	Charlotte	NC 28202
2016-044	Jennifer	McCartney	South End Neighborhood Association	1453 Camden Road	Charlotte	NC 28203
2016-044	Krissy	Oechslin	South End Neighborhood Association	325 E. Park Avenue	Charlotte	NC 28203
2016-044	Rasheda	McMullin	South Tryon Comm. Coalition	2516 South Tryon Street	Charlotte	NC 28203
2016-044	Marcel	Dawson	Sunset Hills NA	525 Atherton Street	Charlotte	NC 28203
2016-044	Walt	Guyer	Sunset Hills Neighborhood Association	2421 Marshall Place	Charlotte	NC 28203
2016-044	John	English	Wilmore NA	1630 S Mint Street	Charlotte	NC 28203
2016-044	Missy	Eppes	Wilmore NA	1624 Wilmore Drive	Charlotte	NC 28203
2016-044	Frank	Grier	Wilmore NA	232 W Kingston Avenue	Charlotte	NC 28203
2016-044	Julie	Knutson	Wilmore NA	1604 Merriman Avenue	Charlotte	NC 28203
2016-044	Angela	Marshall	Wilmore NA	1630 S Mint Street	Charlotte	NC 28203
2016-044	Lashay	McCoy	Wilmore NA	815 W Kingston Avenue	Charlotte	NC 28203
2016-044	Louise	Shackford	Wilmore NA	1908 Wood Dale Terrace	Charlotte	NC 28203
2016-044	Rob	Sheridan	Wilmore NA	1901 S Mint Street	Charlotte	NC 28203
2016-044	Brian	Walker	Wilmore NA	Post Office Box 33672	Charlotte	NC 28202
2016-044	Martha	Epps	Wilmore NA,	Post Office Box 33672	Charlotte	NC 28233
2016-044	Kathryn	Wilson	Wilmore Neighborhood Association	1907 Wilmore Drive	Charlotte	NC 28203

## **EXHIBIT B**

## Official Community Meeting

March 15, 2016 at 6:30 p.m.

[illegible]

## **EXHIBIT C**

**NOTICE TO INTERESTED PARTIES OF**  
**COMMUNITY MEETING**

**Subject:** Community Meeting -- Rezoning Application filed by W. Holt Parham to accommodate the development of a hotel and to allow up to 85 feet of building height on approximately 0.9 acres along South Tryon Street and West Kingston Avenue in Charlotte, North Carolina.

**Date and Time  
of Meeting:** Tuesday, March 15th, 2016 at 6:30 P.M.

**Place of Meeting:** The Gallery  
1320 South Church Street  
Charlotte, NC 28203

**Petitioner:** W. Holt Parham  
**Petition No.:** 2016-044

We are assisting W. Holt Parham (the "Petitioner") in connection with a Rezoning Petition it has filed with the Charlotte-Mecklenburg Planning Commission seeking to rezone an approximately 0.9 acre site (the "Site") along South Tryon Street and West Kingston Avenue from the B-1 (Neighborhood Business) zoning district to the TOD-MO (Transit Oriented Development) zoning district. The purpose of the Rezoning Petition is to allow the property to accommodate the development of a hotel and to allow up to eighty five (85) feet of building height.

In accordance with the requirements of the City of Charlotte Zoning Ordinance, the Petitioner will hold a Community Meeting prior to the Public Hearing on this Rezoning Application for the purpose of discussing this rezoning proposal with nearby property owners and organizations. The Charlotte-Mecklenburg Planning Department's records indicate that you are either a representative of a registered neighborhood organization or an owner of property that adjoins, is located across the street from, or is near the Site.

**Accordingly, on behalf of the Petitioner, we give you notice that the Petitioner will hold a Community Meeting regarding this Rezoning Application on Tuesday, March 15th, 2016 at 6:30 P.M. at The Gallery, 1320 South Church Street, Charlotte, North Carolina 28203.** The Petitioner's representatives look forward to sharing information about their proposed redevelopment with you and to answering any questions you may have with respect to this Rezoning Petition.

In the meantime, should you have any questions or comments about this matter, please call Collin Brown at 704-331-7531.

cc: Mr. Solomon Fortune  
The Honorable LaWana Mayfield  
Members, Charlotte City Council (via email)  
Attendees of community outreach meeting (via email)  
The Charlotte Agenda (via email)

Date Mailed: March 7, 2016

## **EXHIBIT D**



The logo consists of the text "K&L GATES" in white, sans-serif, uppercase letters. It is positioned within an orange rectangular box that is part of a larger header design. The background of the header features a blue bokeh effect with out-of-focus light spots.

K&L GATES

Community Meeting

**S. Tryon & Kingston Hotel  
Rezoning Petition 2016-044**

March 15, 2016

The Gallery SouthEnd

# AGENDA

- Welcome / Introductions
- Property Location
- Background
- Current Zoning
- SouthEnd Transit Station Area Plan
- Proposed Rezoning
- Initial Feedback
- Design Discussion
- Timeline



Ted Williams , Jason Thomas,  
Andrew Dunn



Stephen Overcash, Brian  
Tressler, Katie Kirby



Tobe Holmes, CCCP

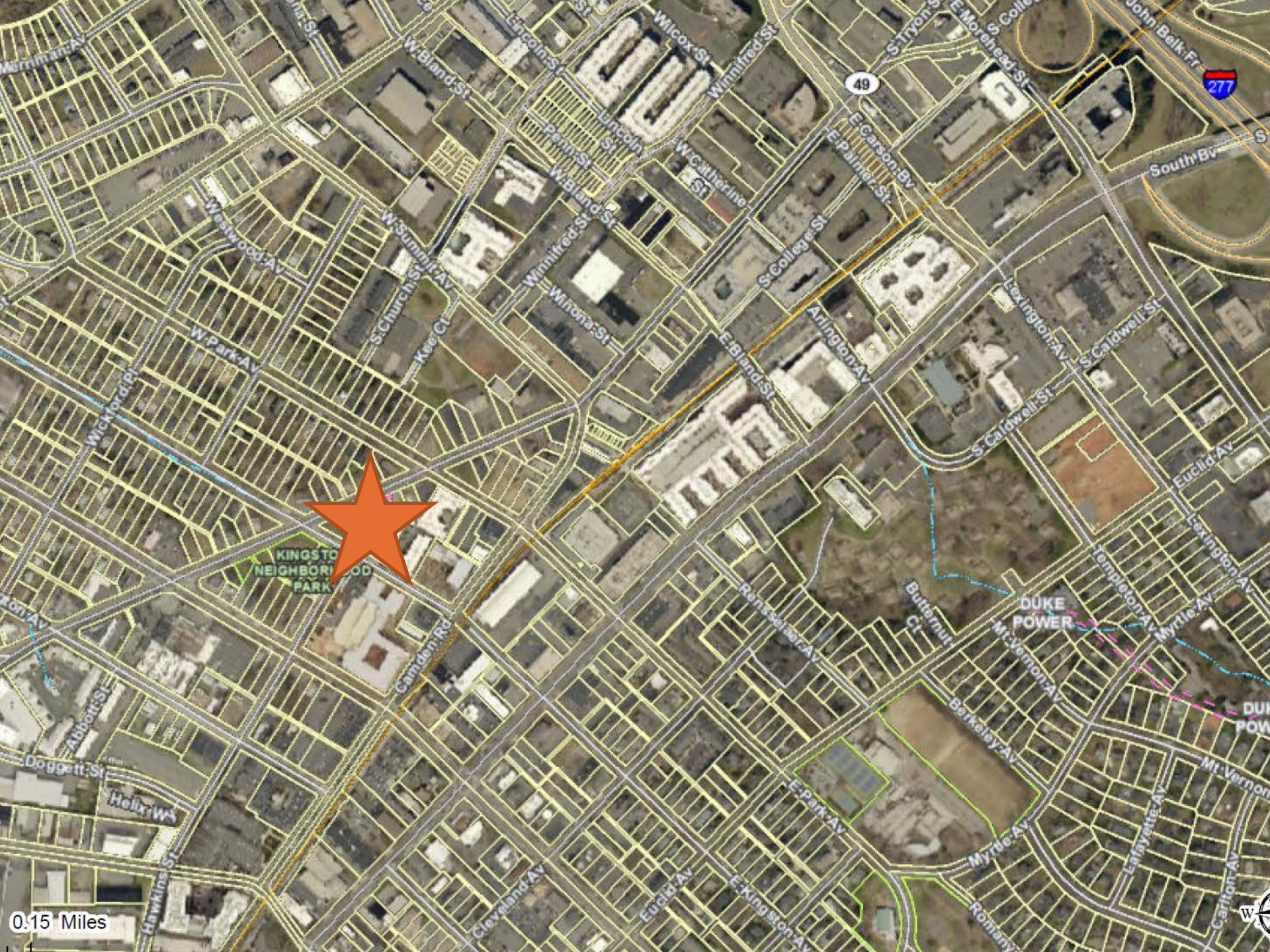


Councilmember LaWana Mayfield  
District 3 Representative

**K&L GATES** Collin Brown and Brittany Lins

**\*VIP's with No Logo:** Holt Parham and Toni Sawhney





0.15 Miles









NC-49

NC-49

Google

The image features a blue background with a bokeh effect of light spots. The top half of the image is a solid orange band. The word "Background" is centered in white text within this band. The bottom half of the image is a blue background with a bokeh effect of light spots.

Background













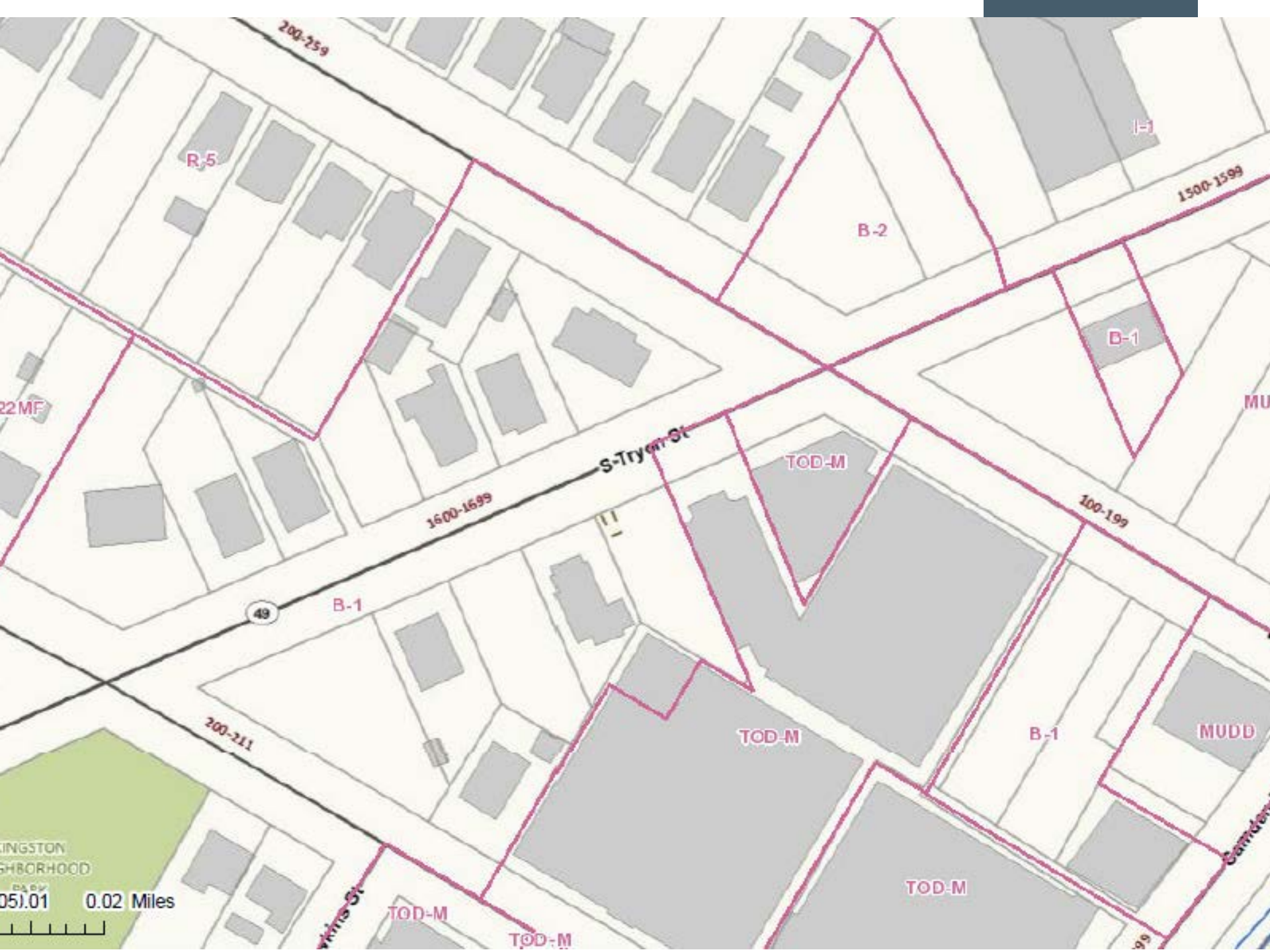


- Property Owner Requirements
- Existing Zoning
- Natural/Environmental Constraints
- Access/Transportation Requirements
- Adjacent Owner Concerns
- Adopted Area Plans
- City Priorities
- Community Concerns
- Market Realities



The background of the slide is a deep blue color with a bokeh effect, featuring numerous out-of-focus light spots in shades of white and light blue. A solid orange horizontal band is positioned in the center of the slide, containing the text.

# Existing Zoning



## **Section 9.801. Business Districts established; purposes.**

(1) The purpose of the B-1 (Neighborhood Business) district is to create and protect business centers for the retailing of merchandise such as groceries, drugs and household items and the provision of professional services for the convenience of dwellers of nearby residential areas. Standards are designed so that uses within this district may be soundly and permanently developed and maintained in such a way as to be compatible with adjacent residential properties.



Animal crematoriums (B-1 and B-2 only)

Automotive service stations, including minor adjustments, repairs and lubrication (B-1, B-2 and BP only). Locksmiths and gunsmiths (B-1, B-2 and BP only).

Bakeries, retail, including manufacturing of goods for sale on premises (B-1, B-2 and BP only).

Barber and beauty shops (B-1, B-2 and BP only).

Bus and train terminals (B-1 and B-2 only).

Civic, social service or fraternal facilities (B-1 and B-2 only).

Clinics, medical, dental and optical (B-1, B-2 and BP only).

Clinics, veterinary (B-1 and B-2 only).

Cultural facilities (B-1, B-2 and BP only).

Dry cleaning and laundry establishments, up to 4,500 square feet on a lot (B-1, B-2 and BP only).

Dwellings, detached, duplex, triplex or quadraplex (B-1 and B-2 only).

Dwellings, multi-family and attached up to 12 units in a building (B-1 and B-2 only).

Elementary and secondary schools (B-1 and B-2 only).

Equipment rental and leasing, within an enclosed building (B-1 and B-2 only).

Farms, including retail sale of products grown on premises.

Fences and fence material, retail sales within an enclosed building (B-1 and B-2 only).

Financial institutions, up to 70,000 square feet (B-1 only).

Florist, retail (B-1, B-2 and BP only).

Funeral homes and embalming (B-1 and B-2 only).

Government buildings, up to 100,000 square feet and Recreation Centers up to 30,000 square feet.

Group Homes for up to 10 residents.

Health institutions (B-1 and B-2 only).

Highway and railroad rights-of-way.

**Hotels and motels (B-2, B-D and BP only).**

Indoor recreation (B-1, B-2 and BP only).

Jewelers, retail (B-1, B-2 and BP only).

Laboratories, dental, medical and optical.

Mobile Food Vending Service (B-1 and B-2 only), subject to Section 12.510.

Neighborhood food and beverage service.

Nurseries and greenhouses retail and wholesale (B-1 and B-2 only).

Pet services indoor. (Petition 2010-044, \$9.802(61.1), 09/20/10)

Offices, up to 100,000 square feet.

Outdoor seasonal sales.

Parks, greenways and arboretums.

Post Offices.

Printing and publishing, up to 5,000 square feet.

Radio and television stations and/or offices.

Recycling centers, drop-off.

Religious institutions (B-1 and B-2 only).

Repair or servicing of any article, within an enclosed building, the sale of which is permitted in the district.

Eating, Drinking and Entertainment Establishments (Type 1).

Retail establishments and business, personal and recreation services, up to 10,000 square feet

Retail establishments, shopping centers and business, personal and recreation services, except for uses permitted only in the B-2 district, up to 100,000 square feet (B-1 and B-2 only).

Studios for artists, designers, photographers, musicians, sculptors, gymnasts, potters, wood and leather craftsmen, glass blowers, weavers, silversmiths, and designers of ornamental and precious jewelry (B-1 and B-2 only).

Tattoo establishment

Telecommunications and data storage facility.

Telephone booths.

Universities, colleges and junior colleges (B-1 and B-2 only).

The background of the slide is a deep blue with numerous out-of-focus light spots, creating a bokeh effect. These spots vary in size and brightness, with some appearing as sharp, bright white or yellowish points and others as larger, softer, light blue or white circles. The overall texture is grainy and organic, resembling light reflecting off water or a starry night sky.

# South End Transit Station Area Plan





## *Transit Station Area Plan*



Charlotte-Mecklenburg Planning Commission  
Adopted by City Council June 2005

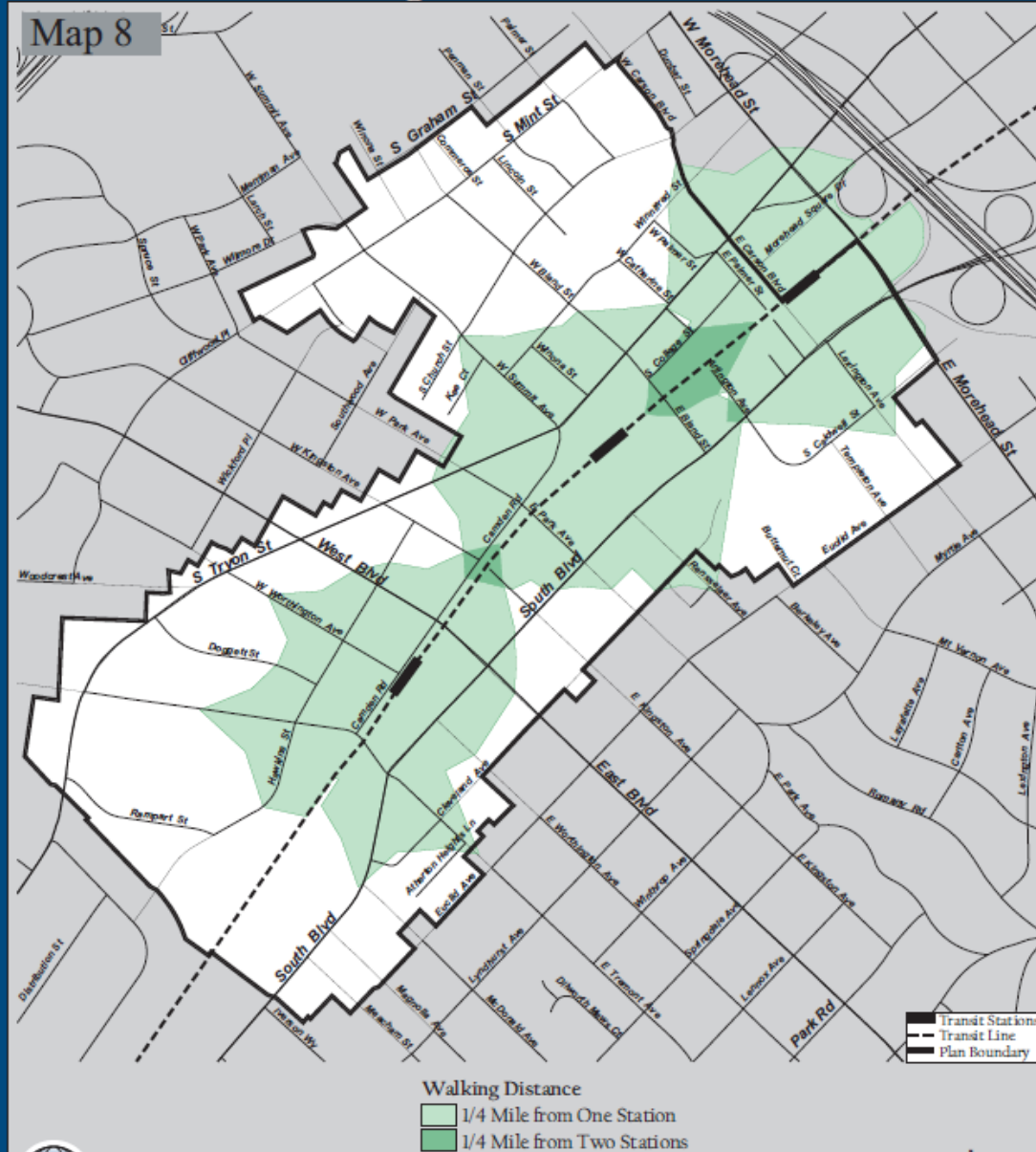


- ♦ Vibrant ♦ Historic ♦ Pedestrian-oriented ♦ Transportation choices ♦
- ♦ Residential, retail, & entertainment ♦ A community gathering place ♦

# South End Transit Station Area Plan

## 1/4 mile Walking Distance from Rail Stations

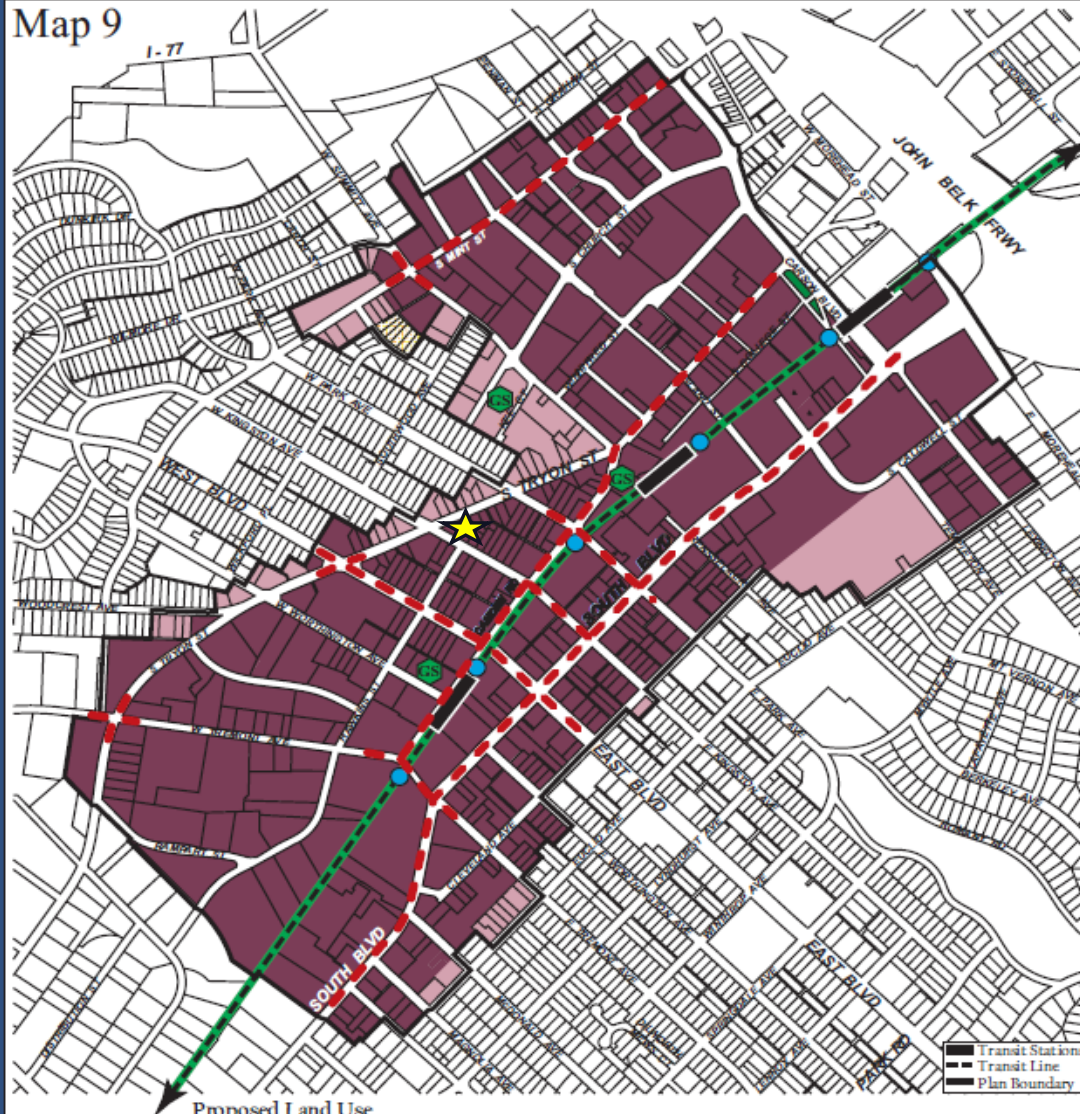
Map 8





# South End Transit Station Area Plan Proposed Land Use

Map 9



## Proposed Land Use

- |  |                     |
|--|---------------------|
| TSD-R (Residential Transit Supportive Development) | Retail Streets      |
| TSD-M (Mixed Transit Supportive Development)       | Trolley Stops       |
| Residential <= 8 Dwelling Units Per Acre           | Green Space / Plaza |
| Park / Open Space                                  |                     |

- Transit Stations
- Transit Line
- Plan Boundary

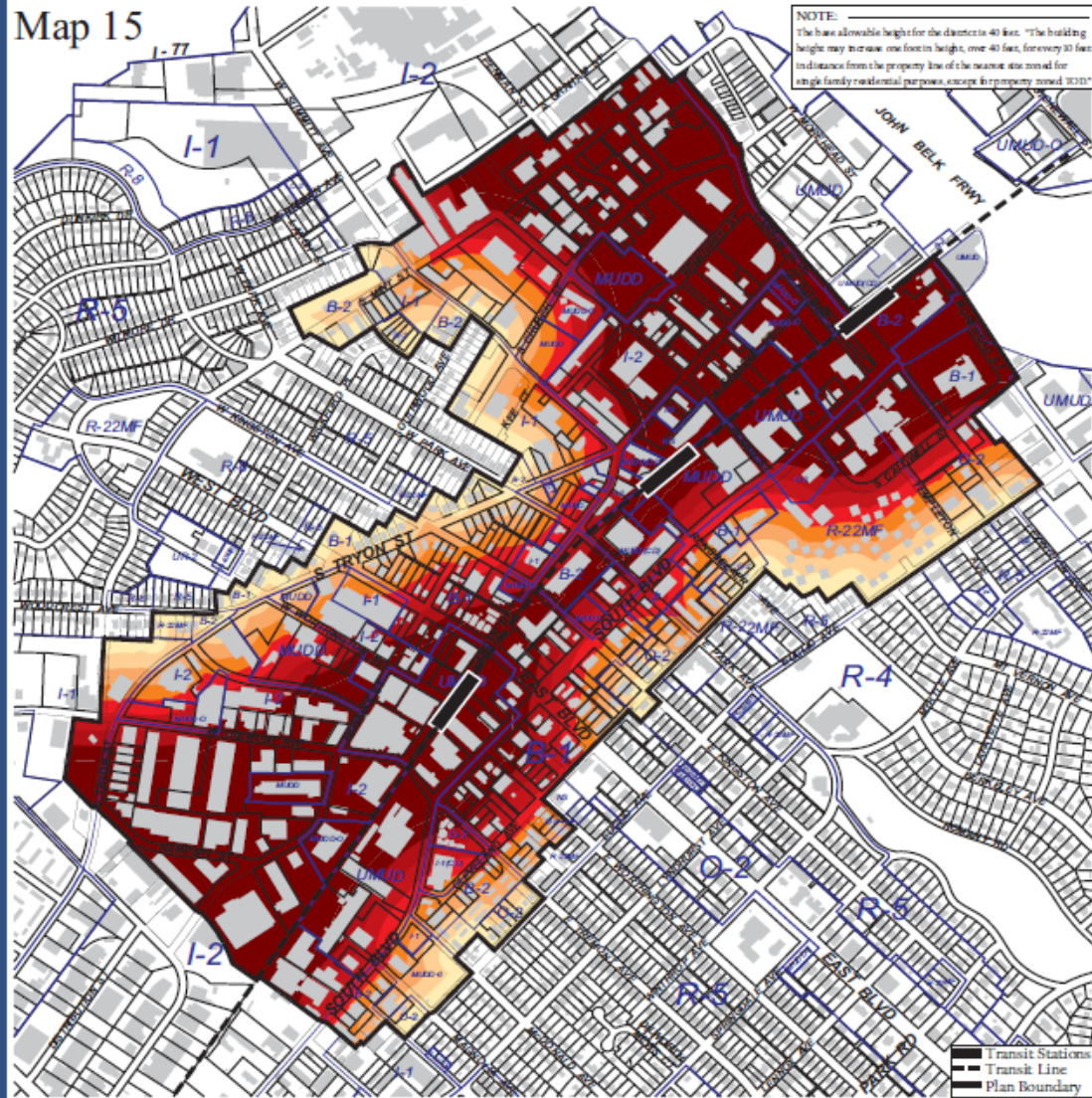




# South End Transit Station Area Plan

## Maximum Allowable Building Height

Map 15



### Maximum Building Height Allowed

Up to 40'	Up to 70'	Up to 100'
Up to 50'	Up to 80'	Up to 110'
Up to 60'	Up to 90'	Up to 120'



The background of the slide is a deep blue color with a bokeh effect, featuring numerous out-of-focus light spots in shades of white and light blue. A solid orange horizontal band is positioned in the center of the slide, serving as a background for the title text.

# Proposed Rezoning

## Transit Oriented Development: Mixed-Use Oriented (Including Multi-use Developments) (TOD-M)

This transit oriented mixed-use district is established to support a blend of high density residential, high intensity employment/office, civic entertainment, and institutional uses, as well as a limited amount of retail uses in a pedestrian friendly area.



# Development Data Table:

Site Area:	2.8 acres +/- TOD-MO
Tax Parcel(s):	083-052-001, 083-052-004, 083-052-009
Edicting Zoning:	B-1
Proposed Zoning:	TOD-MO
Edicting Use:	Vacant/Residential
Proposed Use:	Hotel and accessory uses thereto
Maximum Development:	Development Intensity shall not exceed limits of TOD-MO
Maximum Building Height:	Up to 85 feet
Parking:	Shall satisfy or exceed Ordinance requirements

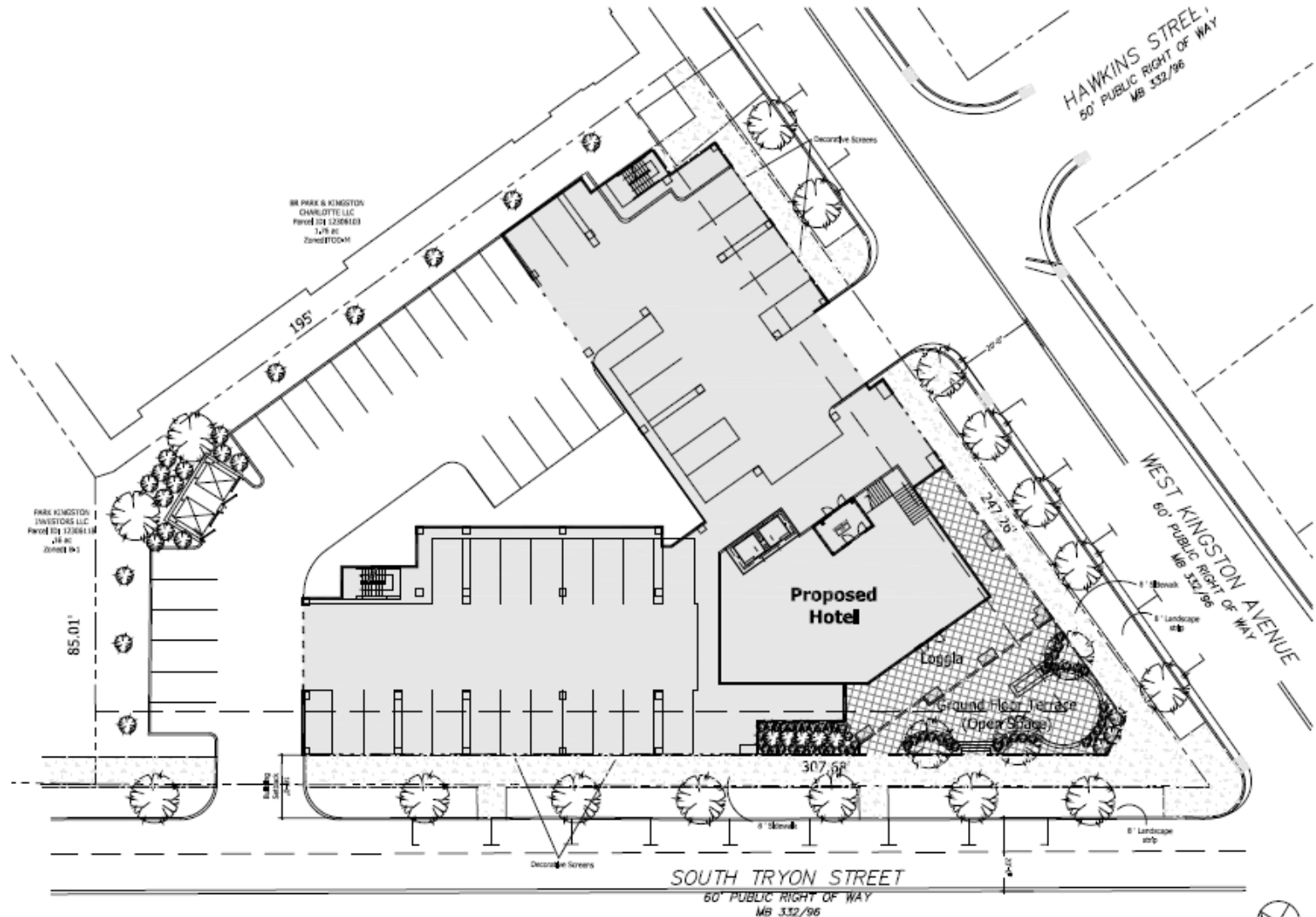


## 04 | SITE DATA

scale: NTS

## 03 | VICINITY MAP

scale: NTS



of the Recording Plan associated with the Recording Petition to rezone property tax parcels 123-081-018, 123-081-020, (Site) from the B-1 Zoning District to the TOD-MO Zoning District development, as depicted on the Recording Plan (the

by the accompanying Recording Plan, these Development the City of Charlotte Zoning Ordinance (the "Ordinance"). The un development rights, building envelopes, the arrangements

Development Standards establish more stringent standards, the for the TOD-MO Zoning District shall govern all development.

tion of the Planning Director, substantially alter the character of the Recording Plan or these Development Standards, any of development shall not be deemed to be minor and may violations of Subsections 5.207(1) or (2) of the Ordinance, as

tion to allow up to 85 feet of building height.

together with any incidental or accessory uses associated

It shall not exceed 200,

one driveway on Kingston Street and one driveway on S. Tryon g plan.

g the site shall be designed to incorporate an active ground and Kingston Street.

the Post Construction Controls Ordinance.

the TOD-MO Zoning District,

ted with full setback features.

and these Development Standards may be applied for by the within the Site involved in accordance with the provisions of

its and Definitions

conditions applicable to development of the Site imposed under Standards will, unless amended in the manner provided under to the benefit of the Petitioner and subsequent owners of the et and assigns,

the terms, "Petitioner" and "Owner" or "Owner" shall be and representatives, successors in interest and assigns of the

op N Go



S Tryon St

PROPOSED  
HOTEL

W Kingston Ave

W Kingston Ave

W Kingston Ave



The background of the slide is a deep blue with a bokeh effect, featuring numerous out-of-focus light spots in shades of white and light blue. A solid orange horizontal band is positioned in the center of the slide, containing the text.

# Initial Feedback (via Charlotte Agenda)

“I think the whole project stinks!”

*“Should have a full service bar with lounge feel.”*

## Retail

*“I didn't see anything mentioned about meeting space or a potential restaurant. I am a corporate event planner for Wells Fargo and we're always looking for a unique event experience close to uptown.”*

*"Need a local restaurant and/or bar, such as Common Market. Weekend package: Rent or provide bikes, light rail pass for guests. Give SouthEnd business and organizations a discount on renting meeting space. Include community space with which to collaborate with various organizations; could be used for art shows, as a music venue, theatre, etc. Host (start) a signature SouthEnd event"*

*“I love the idea of the outdoor guest patio! However, I think Divine South End should take it a step further! Why not create ground floor retail. Maybe a deli, coffee shop, market a la the common market? South needs more ground floor retail, and I think this is a magnificent opportunity to capitalize and for the hotel to become a south end staple!”*

# Development Data Table:

Site Area:	2.8 acres +/- TOD-MO
Tax Parcel ID:	0834052400, 0834052404, 0834052409
Edicting Zoning:	B-1
Proposed Zoning:	TOD-MO
Edicting Use:	Vacant/Residential
Proposed Use:	Hotel and accessory uses thereto
Maximum Development:	Development Intensity shall not exceed limits of TOD-MO
Maximum Building Height:	Up to 85 feet
Parking:	Shall satisfy or exceed Ordinance requirements

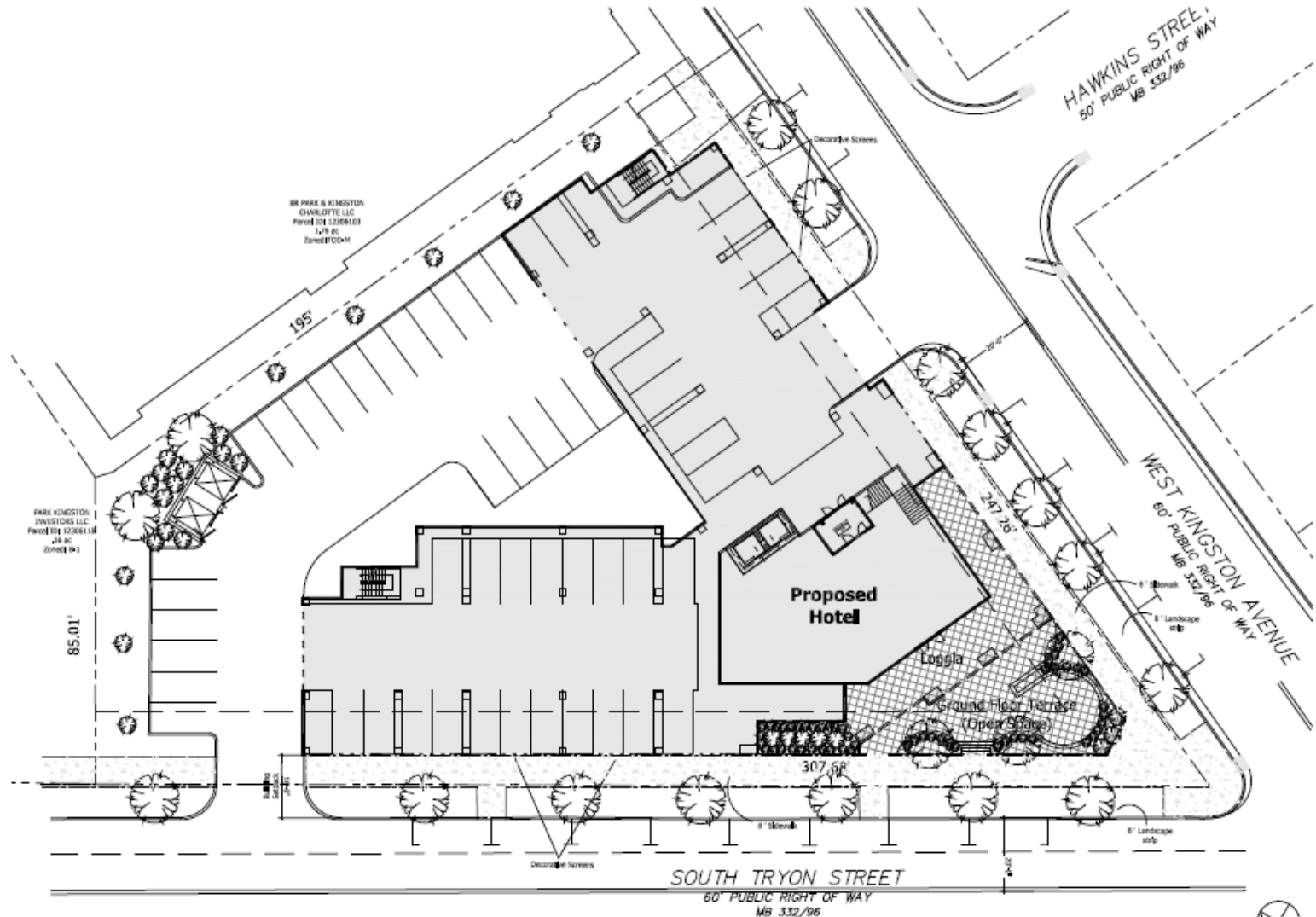


## 04 | SITE DATA

scale: NTS

## 03 | VICINITY MAP

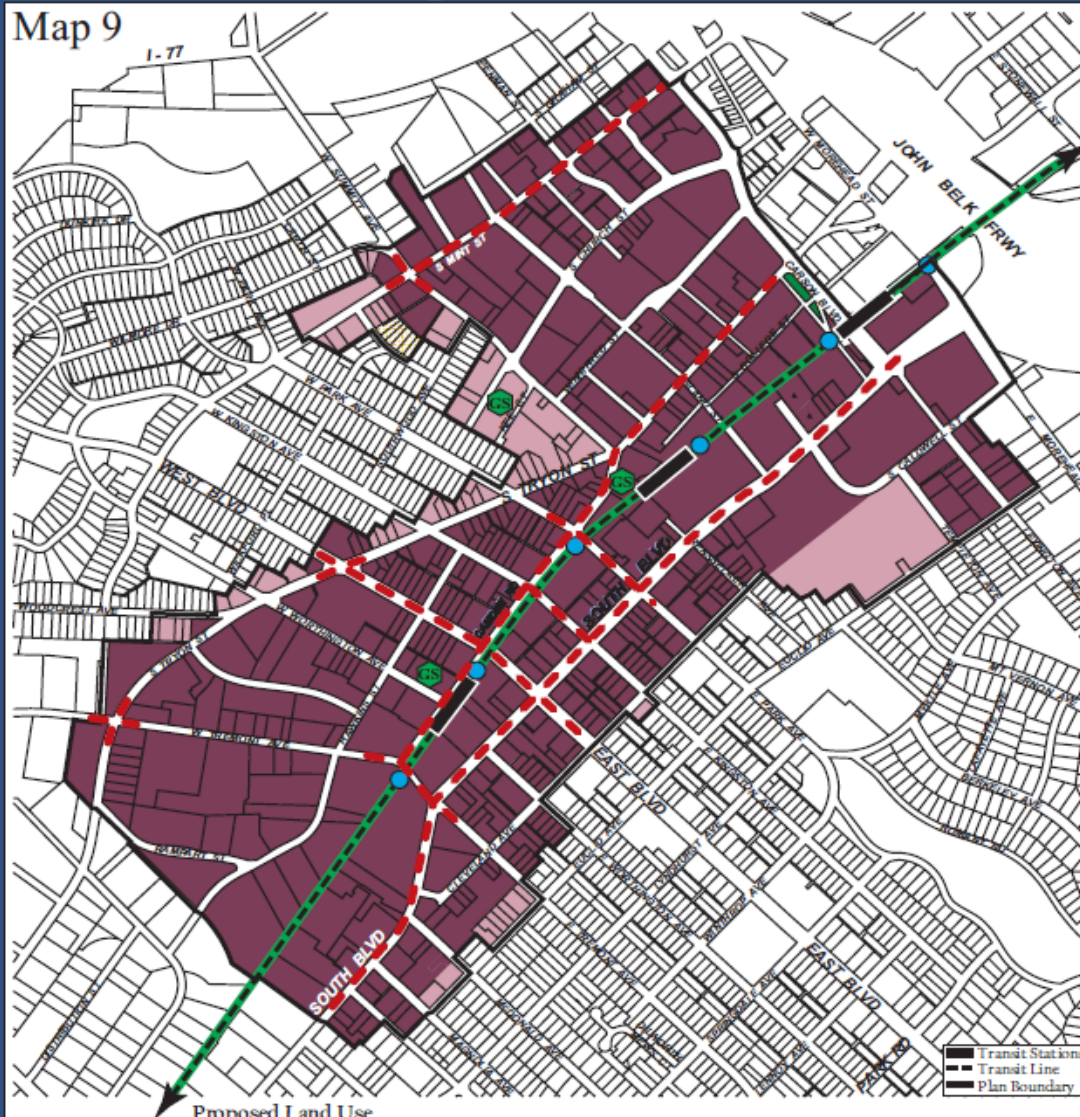
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# South End Transit Station Area Plan Proposed Land Use

Map 9



## Proposed Land Use

- |  |                     |
|--|---------------------|
| TSD-R (Residential Transit Supportive Development) | Retail Streets      |
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| Residential < 8 Dwelling Units Per Acre            | Green Space / Plaza |
| Park / Open Space                                  |                     |

- Transit Stations
- Transit Line
- Plan Boundary



**“Dog friendly, affordable.”**

## **Open Space/Pets**

*“Incorporate exterior art and softscape (plants, trees, living walls)... Southend needs more trees, plants and green! Sculptures always add an inviting appeal to any urban space.”*

**“I live on Kingston. This and all future developments in south End should be designed to include plenty of green-space setback and large trees. Way too much green-space and tree removal has occurred already in South End.”**

*“Make the hotel dog friendly. The light rail trail is just a few feet away and lots of parks close by to take them to throw a frisbee (Edible Walkway would be closest and then maybe Latta Park).”*









Proposed Hotel: Kingston Avenue & S. Tryon Street

North Carolina

scale: 1/20" = 1'-0"

2016

SitePlan



# Design

*“It worries me that the hotel will look too similar to the apartments going up all around Charlotte.”*

**“Great Idea! Just don’t make it that generic beige and perhaps try to incorporate some ground level retail/restaurant”**

*“The modern industrial design you've mentioned, a cool and happening restaurant, and a vibrant hip bar lounge will keep this project buzzing for years to come.”*

## Option A



## Option B



## Option C







The image features a blue bokeh background with out-of-focus light spots. A solid orange horizontal bar spans the middle of the image, containing the text "New and Improved Design!".

New and Improved Design!



op N Go



S Tryon St

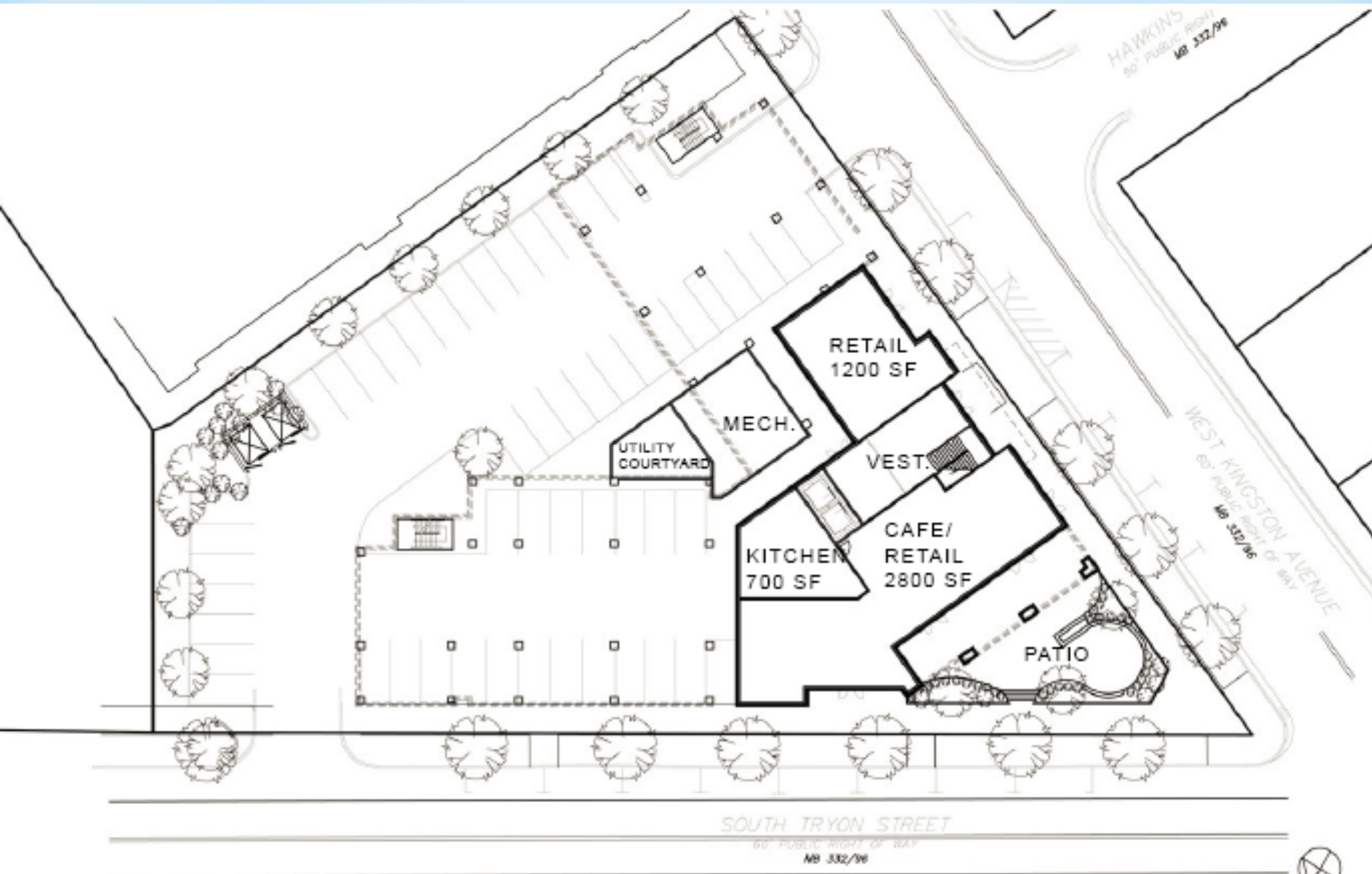
W Kingston Ave

ins St

W Kingston Ave

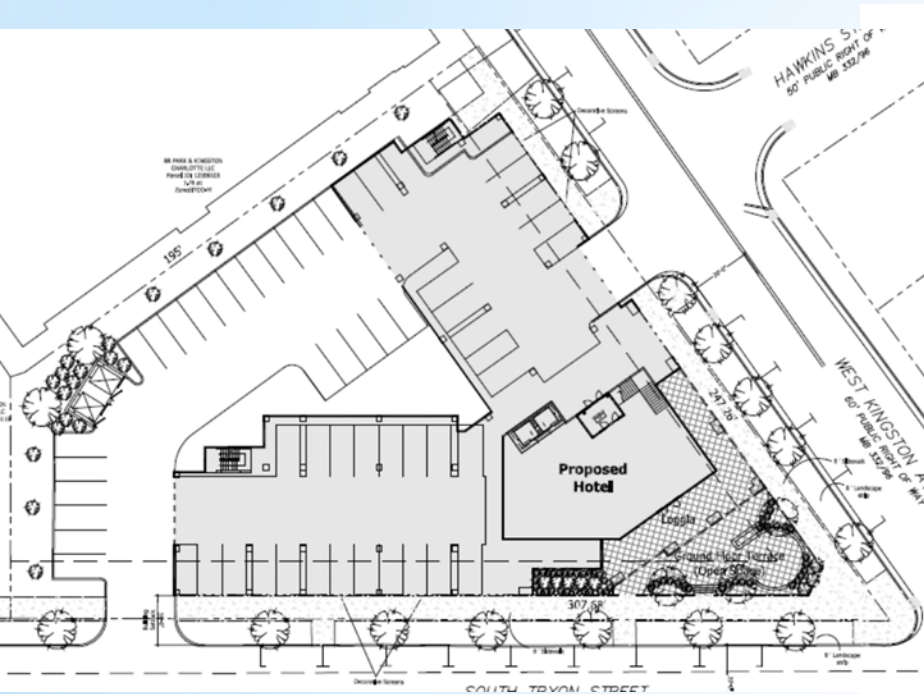


# Ground Floor

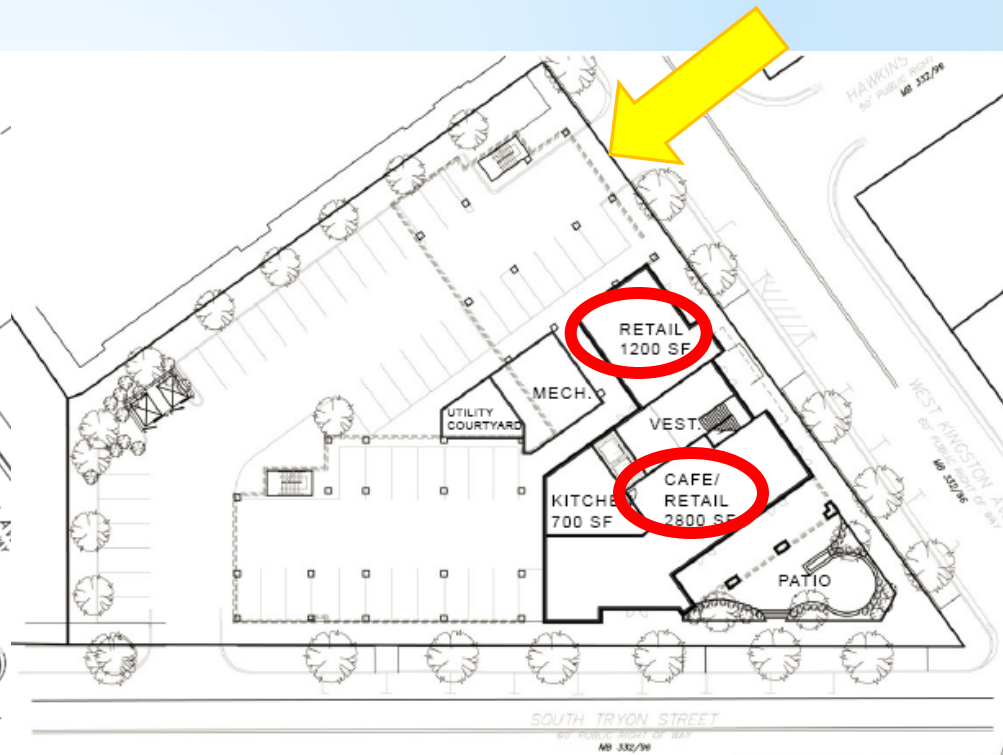




## Original Plan

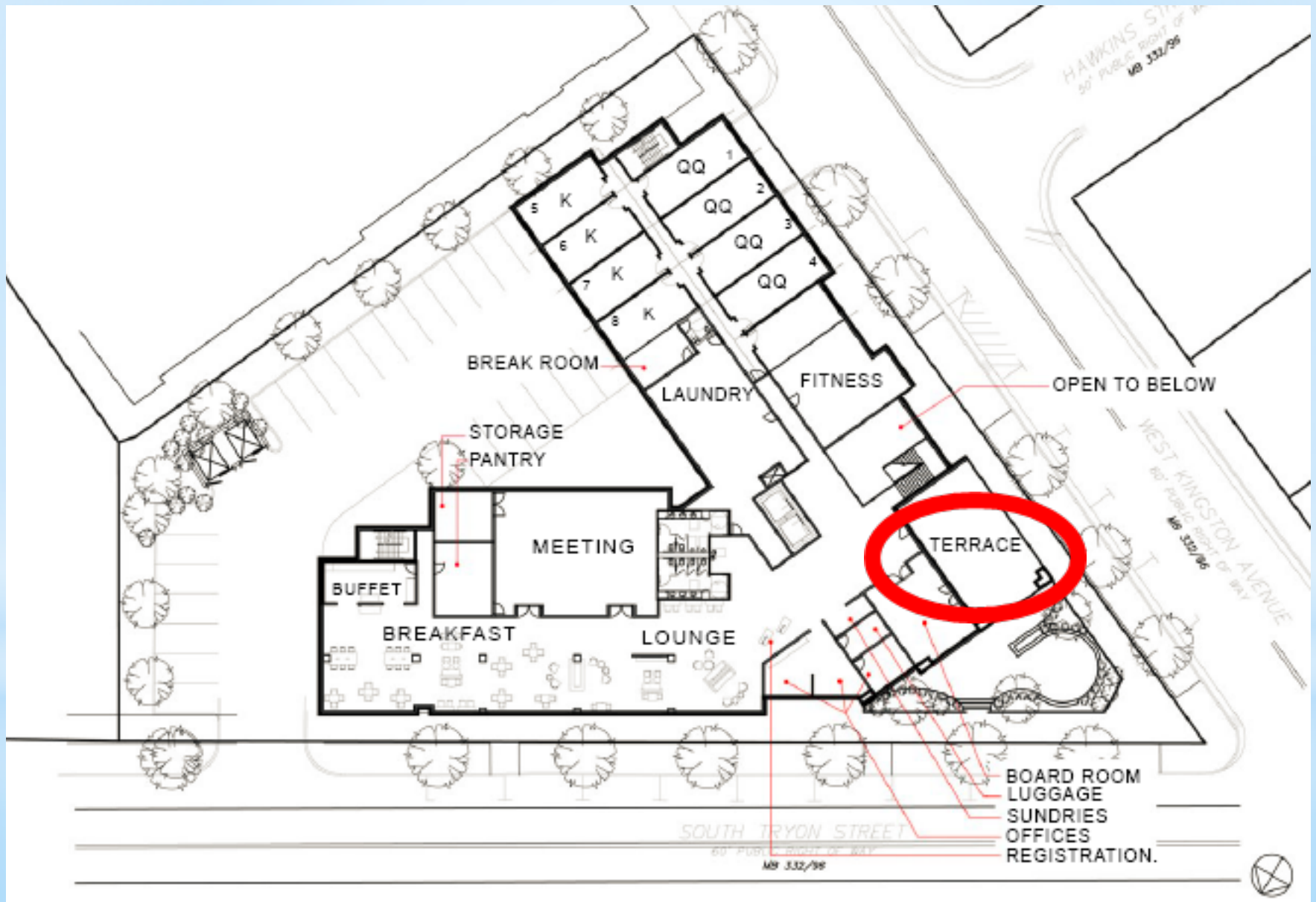


## Revised Plan



Approximately 4,000 s.f. of active,  
groundfloor, streetfront uses

## Second Floor





# Revised View from Across Kingston



Before



After









Before



After



# Building Height



**Original Request: 85'; can reduce to 73'**

The background of the slide is a deep blue color with a bokeh effect, featuring numerous out-of-focus light spots in various shades of blue and white, creating a textured, sparkling appearance.

# City Staff Comments





Height optional request is inconsistent with the adopted area plan. Petitioner will have to provide additional details for Staff to support increase in height. Compliance with the PED height plane is requested.

## 1. General Provisions

These Development Standards form a part of the Rezoning Plan associated with the Rezoning Petition filed by W. Holt Parham ("Parham") to rezone property tax parcels 123-061-19, 123-061-20, 123-061-01, 123-061-02, 123-061-21 (the "Site") from the B-1 Zoning District to the TOD-MO Zoning District in order to accommodate a transit oriented development, as depicted on the Rezoning Plan (the "Site").

Development of the Site will be governed by the accompanying Rezoning Plan, these Development Standards and the applicable provisions of the City of Charlotte Zoning Ordinance (the "Ordinance"). The Rezoning Plan is intended to reflect maximum development rights, building envelopes, the arrangements and locations of access points.

Unless the Rezoning Plan or these Development Standards establish more stringent standards, the regulations established under the Ordinance for the TOD-M Zoning District shall govern all development taking place on the Site.

Alterations or modifications which, in the opinion of the Planning Director, substantially alter the character of the development proposed or significantly alter the Rezoning Plan or these Development Standard, constitute changes which increase the intensity of development shall not be deemed to be minor and may only be made in accordance with the provisions of Subsections 6.207(1) or (2) of the Ordinance, as applicable.

## 2. Optional Provisions

Petitioner seeks approval of an optional provision to allow up to 85 feet of building height.

Provide detail and height study of what is allowed without the optional request. Staff would need to see details of the study.

# Charlotte Department of Transportation

## Trip Generation

	Existing Zoning		
Scenario	Land Use	Intensity	Trip Generation (Vehicle trips/day)
Existing Use	Vacant/Single Family		
Entitlement	Retail	9k ft <sup>2</sup>	1,420

	Proposed Zoning		
Site Plan Date	Land Use	Intensity	Trip Generation (Vehicle trips/day)
1/15/2016	Hotel	200 rooms	1,650



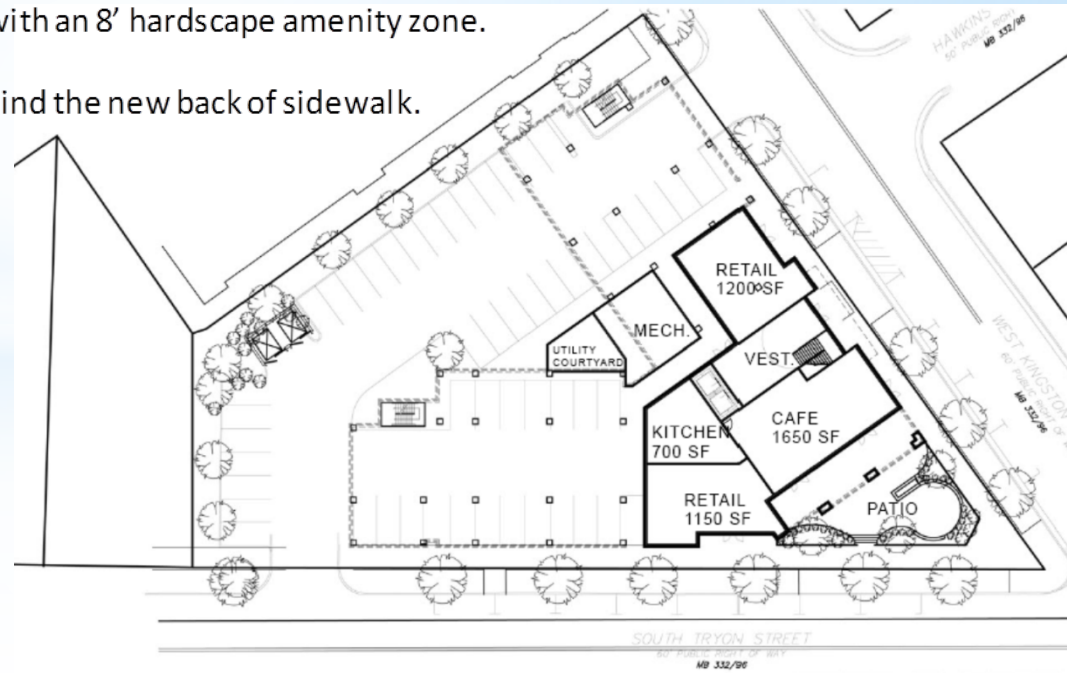
## Curbline

The proposed zoning district has a setback measured from an existing or proposed future curbline. The future back of curb should match the curb line set for rezoning petition 2015-128

## Resolved Issues

## Outstanding Issues

1. CDOT is requesting that the petitioner align the proposed driveway on W. Kingston Ave. with Hawkins St.
2. The proposed on-street parking along South Tryon Street will be time restricted parking. The details of this will be worked out during the permitting phase, but CDOT requests that a note be added to the site plan and data sheet to reflect this.
3. CDOT request that the 8' planting strip be replaced with an 8' hardscape amenity zone.
4. CDOT requests that right-of-way be dedicated 2' behind the new back of sidewalk.



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# Schedule

# REZONING TIMELINE (TENTATIVE)

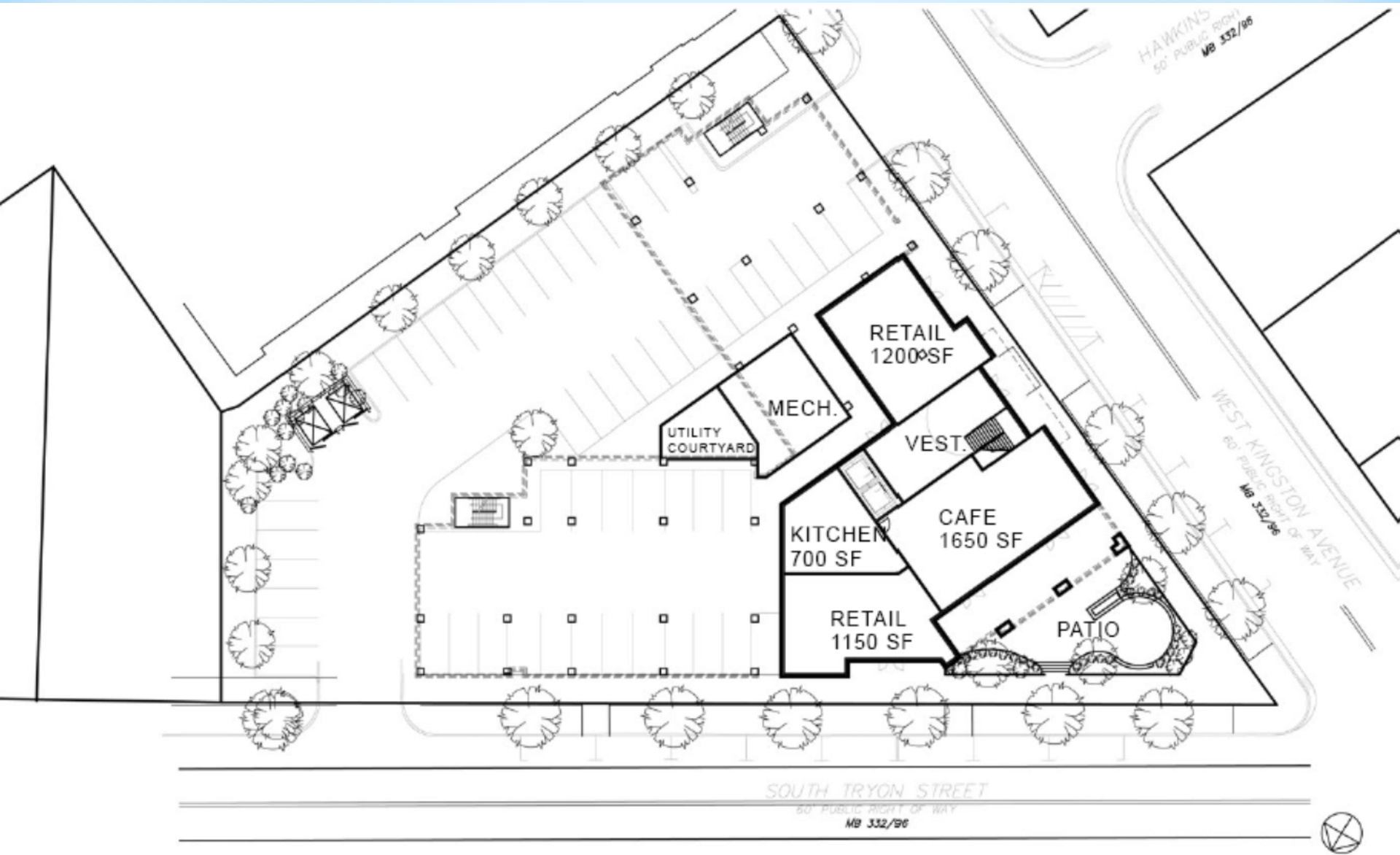
- January 25: Application Deadline
- March 10: Review City Departmental Comments
- March 18: Community Meeting Deadline
- March 21: Revised Plan Deadline
- April 18: Public Hearing
- April 21: Zoning Committee Meeting
- May 16: City Council Decision
- Mid-2016: Design/Permitting
- Late 2016: Groundbreaking
- Mid-2017: Opening





HOTEL

K&L GATES







## Proposed Hotel: Kingston Avenue & S. Tryon Street

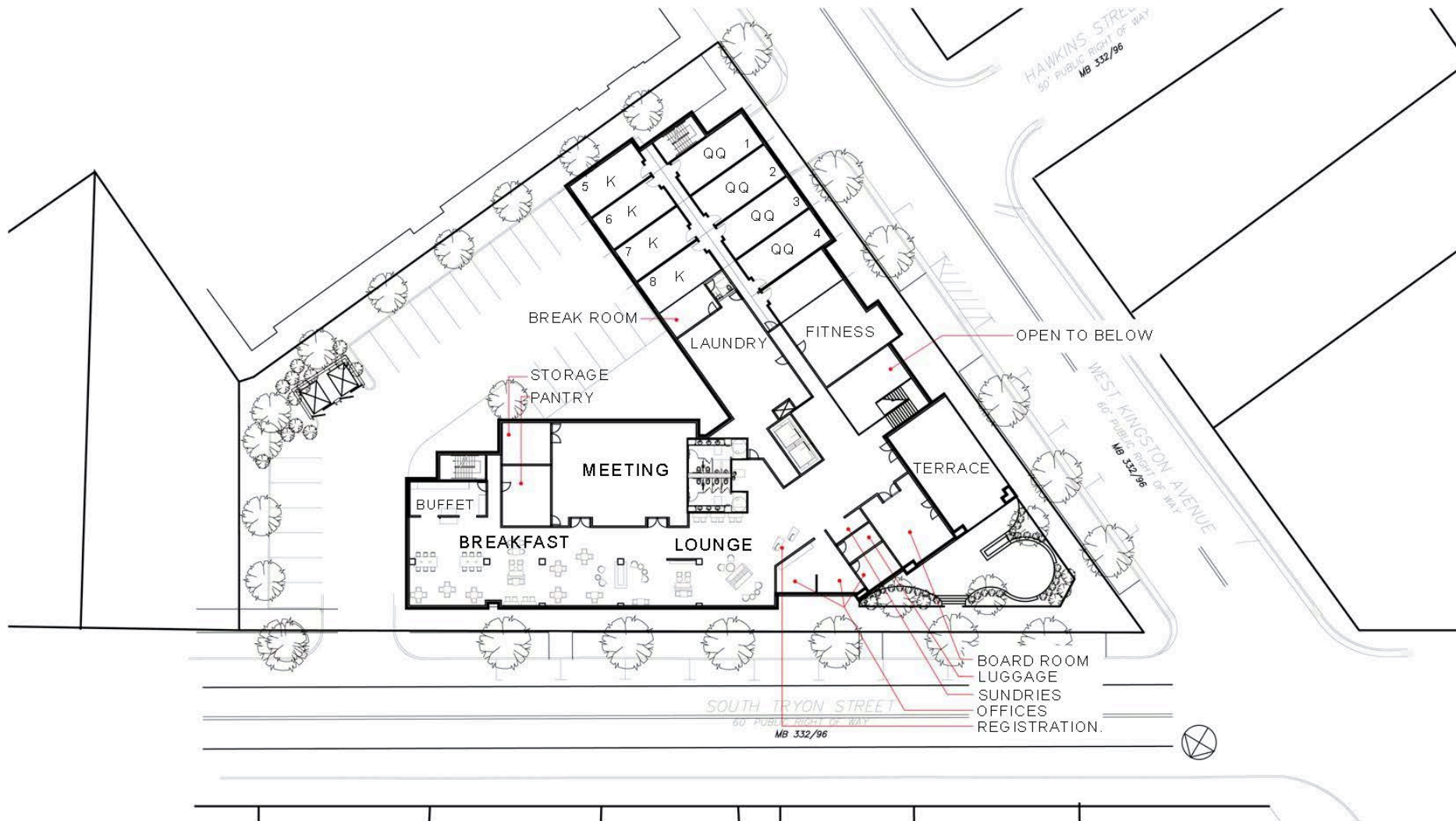
Charlotte, North Carolina

scale: 1/30" = 1'-0"

15 March 2016

First Level Plan





## Proposed Hotel: Kingston Avenue & S. Tryon Street

Charlotte, North Carolina

15 March 2016

scale: 1/30" = 1'-0"

Second Level Plan





# Proposed Hotel: Kingston Avenue & S. Tryon Street

Charlotte, North Carolina

15 March 2016

scale: 1/30" = 1'-0"

Typical Level Plan







## Proposed Hotel: Kingston Avenue & S. Tryon Street

Charlotte, North Carolina

15 March 2016

Kingston Avenue Rendering







## Proposed Hotel: Kingston Avenue & S. Tryon Street

Charlotte, North Carolina

15 March 2016

S. Tryon Street & Kingston Avenue Rendering







## Proposed Hotel: Kingston Avenue & S. Tryon Street

Charlotte, North Carolina

15 March 2016

S. Tryon Street & Kingston Avenue Rendering







## Proposed Hotel: Kingston Avenue & S. Tryon Street

Charlotte, North Carolina

15 March 2016

Elevation



