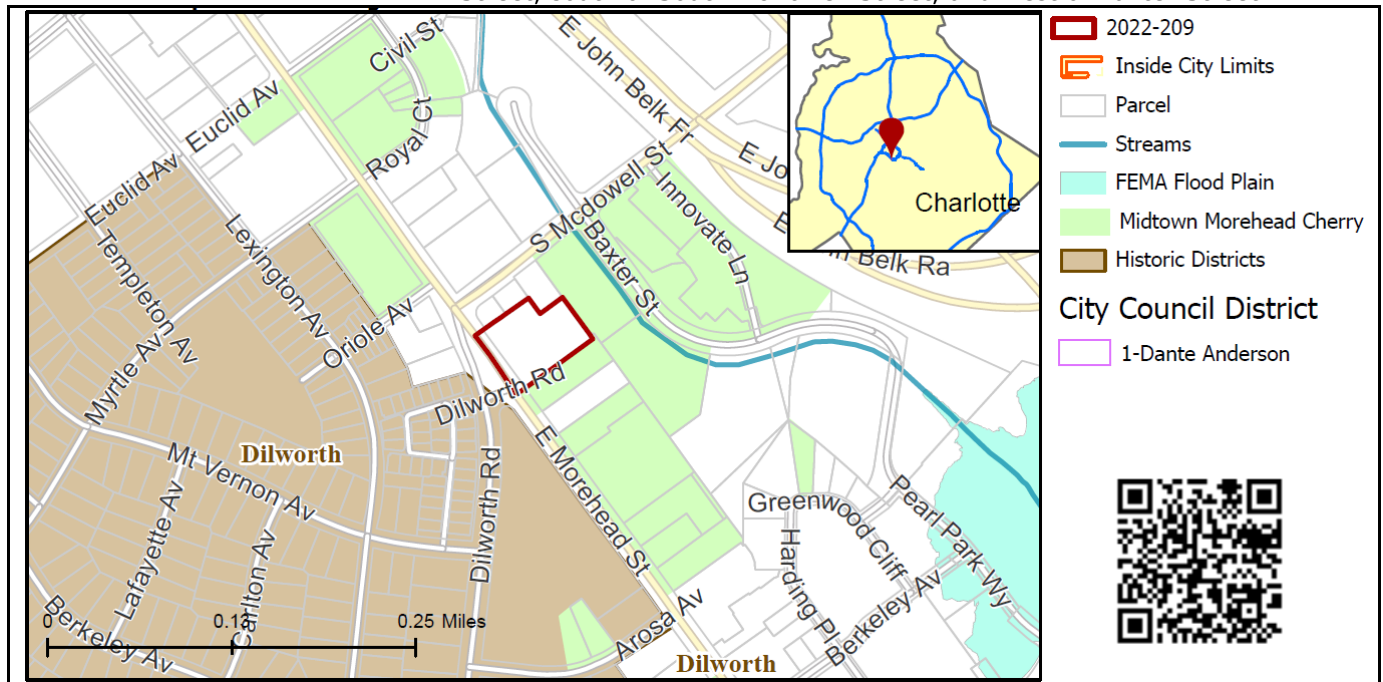


## REQUEST

Current Zoning: NC (neighborhood center)  
Proposed Zoning: MUDD-O PED (mixed-use development, optional, pedestrian overlay)

## LOCATION

Approximately 1.62 acres located on the east side of East Morehead Street, south of South McDowell Street, and west of Baxter Street.



## SUMMARY OF PETITION

The petition proposes a non-residential mixed-use development on a parcel that currently has numerous retail uses.

## PROPERTY OWNER

GG-Morehead, LLC

## PETITIONER

The Keith Corporation

## AGENT/REPRESENTATIVE

Keith MacVean, Moore & Van Allen, PLLC

## COMMUNITY MEETING

Meeting is required and has been held. Report available online.

Number of people attending the Community Meeting: 8

## STAFF RECOMMENDATION

Staff recommends approval of this petition upon resolution of an outstanding issue related to site and building design.

### Plan Consistency

The petition is **consistent** with the 2040 Policy Map recommendation for Community Activity Center.

### Rationale for Recommendation

- Located just outside of Uptown along East Morehead Street, this area is continuing to densify with new developments such as The Pearl that offer not only the neighborhood but the larger community a mixture of uses in structures that better utilize land area and work towards the goals of the Community Activity Center.
- This proposal aligns with adjacent projects and meets the intentions of the Community Activity Center Place Type with commitments to ground floor activation, improved pedestrian infrastructure, and moderately dense development with a variety of uses.

- Uses that would be incompatible with the Community Activity Center Place Type such as automotive service stations and drive-through windows are prohibited in this conditional plan.
- The specified maximum height in this rezoning of 225 feet matches the prescribed maximum building heights in the approved, adjacent rezoning petition 2021-092 for The Pearl. The height along East Morehead Street will be stepped down to 100 feet at a depth of 115 feet into the site to provide contextual sensitivity to the nearby residential areas in the Dilworth Historic District.
- This proposal helps to support environmental goals laid out in the *2040 Comprehensive Plan* by committing to Leadership in Energy and Environmental Design (LEED) Silver construction standards and providing electric vehicle (EV) capable parking spaces and charging stations.
- The petition could facilitate the following *2040 Comprehensive Plan* Goals:
  - 1: 10 Minute Neighborhoods
  - 5: Safe & Equitable Mobility
  - 6: Healthy, Safe & Active Communities
  - 7: Integrated Natural & Built Environments
  - 8: Diverse & Resilient Economic Opportunity

## PLANNING STAFF REVIEW

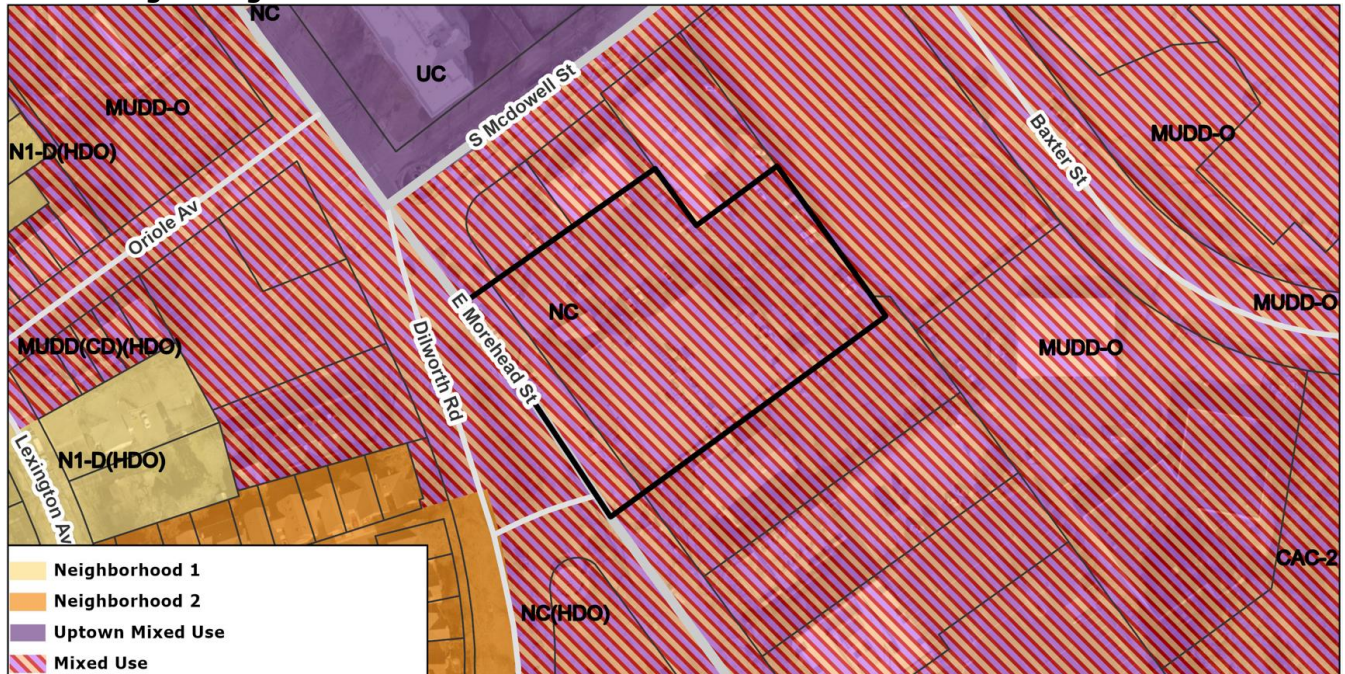
### • Proposed Request Details

The site plan accompanying this petition contains the following provisions:

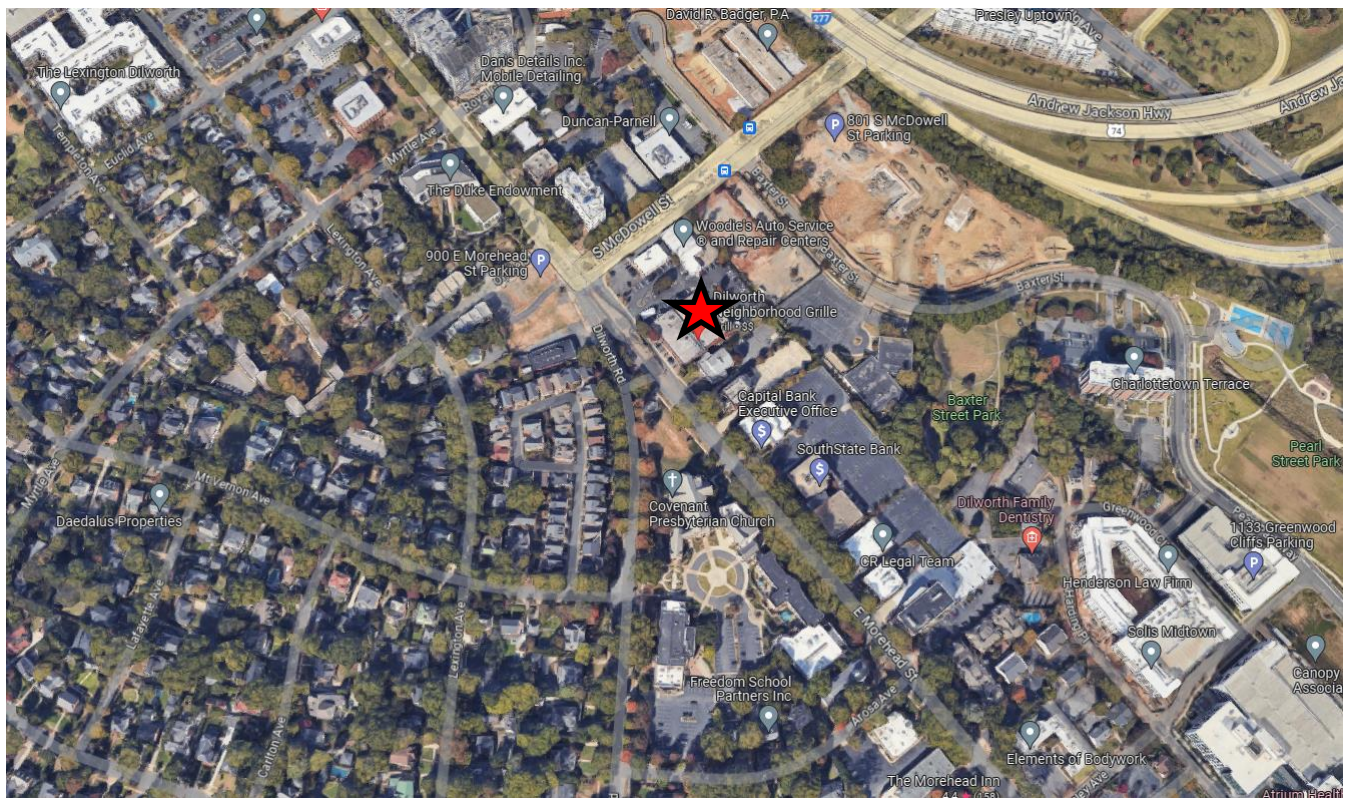
- Proposes up to 275,000 square feet of office uses and up to 15,000 square feet of retail, EDEE, and personal service uses. Commits to provide at least 8,000 square feet of retail, EDEE, and personal service uses on the ground floor.
- Prohibits automotive service stations, warehousing within an enclosed facility for a self-storage facility, and uses with accessory drive-through windows.
- Requests an optional provision to allow a maximum building height of 225'.
  - Specifies a maximum height of 100' for the first 115' of the site off East Morehead Street, as shown on the site plan.
- Proposes additional standards for parking spaces: 20% of the parking spaces offered will be EV capable, 10% of the parking spaces will be EV ready, and 2% of parking spaces will have EV charging stations.
- Commits to LEED Silver building standards.
- Access to the site will be via right-in right-out on East Morehead Street and via the future public/private street being constructed by others at the rear of the site.
- Provides a 24' setback along East Morehead Street and a 16' setback at the rear of the site along the future public/private street.
- Commits to construct an 8' planting strip and 12' multi-use path along East Morehead Street.
- Provides architectural standards related to primary building materials, building placement and site design for enhanced pedestrian environments, architectural elevations to create visual interest, and screened dumpster and recycling areas.



- Existing Zoning



- The site is currently zoned NC and is in an area with UC, NC, MUDD, N1-D, N2-B, and CAC-2 zoning. The site is near the Dilworth Historic District.



- The subject site is denoted with a red star and is in an area with office, medical campus, retail, residential, institutional, and mixed-use developments.





- North of the site is an area currently under construction as part of The Pearl, a mixed-use development project that will include a medical school, retail, office, and residential areas among other uses. This site was rezoned as petition 2021-092.



- South of the site is a vacant structure and townhome units.



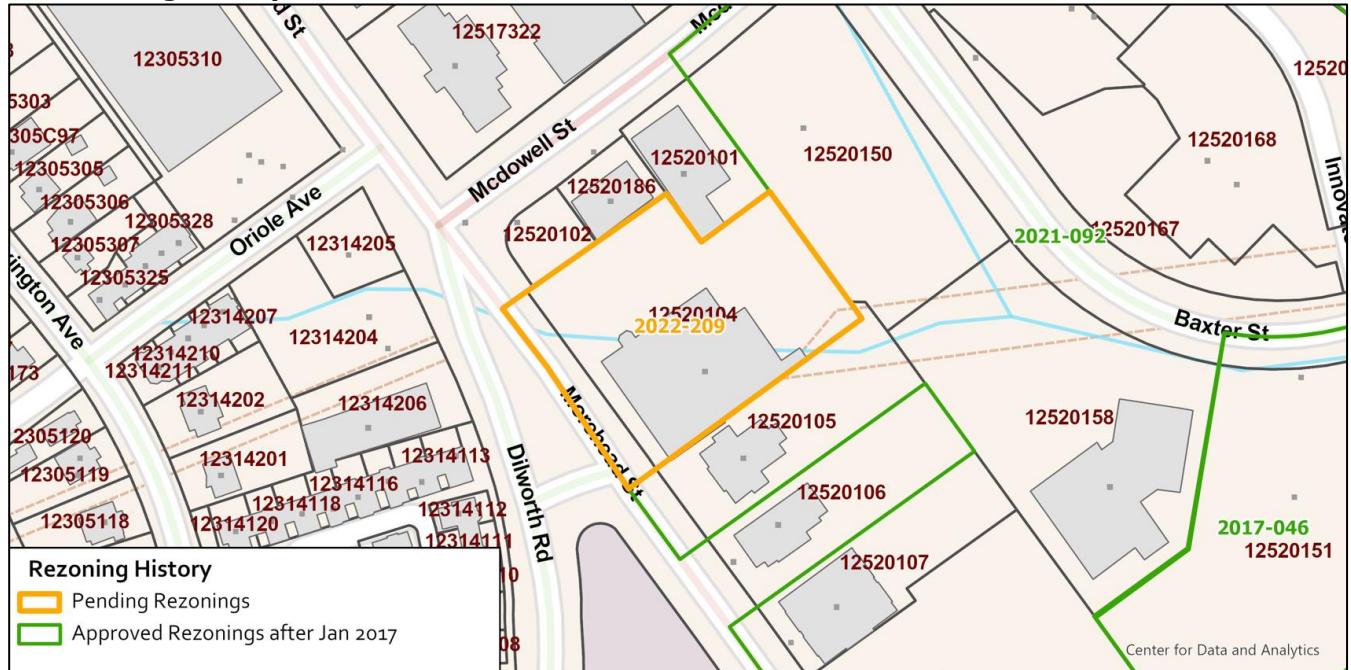
- East of the site are various office uses.



- West of the site is a restaurant and automotive repair facility.

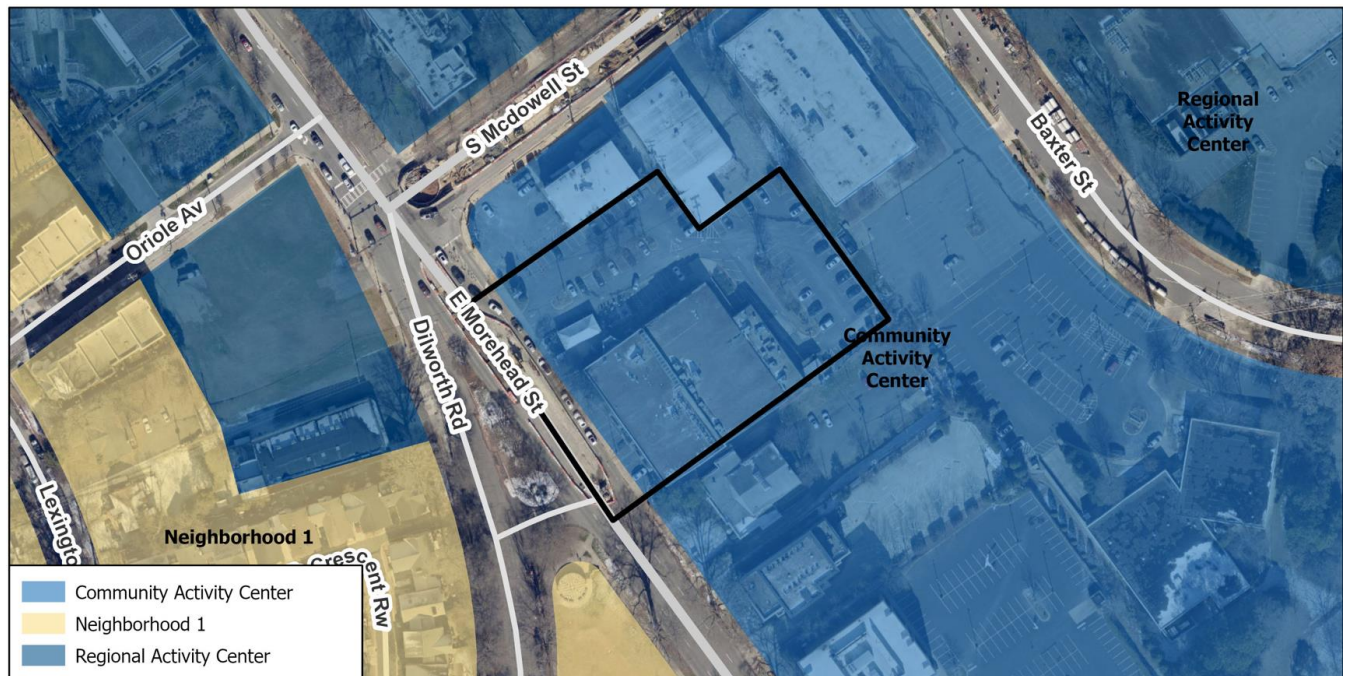


### • Rezoning History in Area



Petition Number	Summary of Petition	Status
2017-046	Rezoned 2.82 acres from B-2 PED to MUDD PED.	Approved
2021-092	Rezoned 14.28 acres from B-2 PED to MUDD-O PED.	Approved

### • Public Plans and Policies



- The 2040 Policy Map (2022) calls for Community Activity Center.

### • TRANSPORTATION SUMMARY

- The site is located adjacent to Morehead Street, a State-maintained major throughfare and south of McDowell Street, a State-maintained major throughfare. A Traffic Impact Study (TIS) is required for this site due to the site's trip generation and location along a high injury network roadway. A traffic study for the site was approved on 6-21-23. All outstanding CDOT comments have been addressed.

#### • Active Projects:

- Myrtle/Morehead Phase II Storm Drainage Improvement Project

- This project is to install and/or repair drainage infrastructure. The project area is bordered by South Boulevard to the north and west, Kenilworth Avenue to the south and Morehead Street to the east.
- The project is in construction and estimated to be completed in 2023.
- Belk Greenway Connector (Baxter Street to Davidson Street)
  - The project is to install multimodal infrastructure to connect the Little Sugar Creek Greenway to the Irwin Creek Greenway. The connection will start at Baxter Street, run along McDowell Street and then along I-277 with connections into uptown.
  - Anticipated to be complete in 2027
- RZP 2021-092
  - The Pearl is a multi-phased, mixed-use development featuring office, lab, retail, residential, including affordable housing, community gathering and academic spaces located along Pearl Park Way and Baxter Street.
- **Transportation Considerations**
  - No outstanding issues.
- **Vehicle Trip Generation:**
  - Current Zoning:
    - Existing Use: 1,785 trips per day (based on 36,817 square feet of retail uses).
    - Entitlement: 915 trips per day (based on 16,230 square feet of retail).
  - Proposed Zoning: 3,190 trips per day (based on 300,000 square feet of office and retail uses ).

#### DEPARTMENT COMMENTS

- **Charlotte Area Transit System:** No comments submitted.
- **Charlotte Department of Housing and Neighborhood Services:** No comments submitted.
- **Charlotte Department of Solid Waste Services:** See advisory comments at [www.rezoning.org](http://www.rezoning.org)
- **Charlotte Fire Department:** No comments submitted.
- **Charlotte-Mecklenburg Schools:** Nonresidential petitions do not impact the number of students generated.
- **Charlotte Water:** Charlotte Water has accessible water system infrastructure for the rezoning boundary via an existing 6-inch water distribution main located on E. Morehead St and going into parcel 12520104. Charlotte Water has sanitary sewer system infrastructure accessible for the rezoning boundary via an existing 15-inch gravity sewer main located within parcel 12520104. No outstanding issues.
- **Erosion Control:** No comments submitted.
- **Mecklenburg County Land Use and Environmental Services Agency:** See advisory comments at [www.rezoning.org](http://www.rezoning.org)
- **Mecklenburg County Parks and Recreation Department:** No comments submitted.
- **Stormwater Services Land Development Engineering:** No outstanding issues.
- **Storm Water Services:** No comments submitted.
- **Urban Forestry / City Arborist:** No outstanding issues.

#### OUTSTANDING ISSUES

##### Site and Building Design

1. Please provide additional notes on proposed public benefits that would justify the maximum height of 225'.

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**Additional information (department memos, site plans, maps etc.) online at [www.rezoning.org](http://www.rezoning.org)**  
**Planner:** Holly Cramer (704) 353-1902