

Agenda Item: Zoning Motions 2018-1 and 2018-2, Creation of Small Area Plan Overlay (SAP-O) District Text and Map

DATE: June 6, 2018
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Background/Issue:

- Three Small Area Plans – the Monroe Road Corridor (2014), The Family Entertainment District (2014), and the E John St/Outer Loop Area (2017) -- have been completed and adopted by the Board of Commissioners as shown by dates listed here.
- Each Small Area Plan gives specific and unique development concepts for a certain small segment of the Matthews jurisdiction.
- A Small Area Plan is a policy directive, but is not a requirement to be specifically followed. If development is proposed in one of these studied areas that can meet existing zoning requirements without completely meeting the goals of the Small Area Plan, it may be possible for that development to proceed today. This recently occurred when an extended stay hotel began construction within the Entertainment Small Area Plan which was not designed to match the goals and policies of the Small Area Plan so that it could mesh well with future development around it.
- Matthews already has two zoning overlay districts – 1) the Downtown Overlay initially created in 1988, revised and expanded in 1997 and again with the UDO in 2014; and 2) the Highway 51 Overlay, adopted in 1991 and reformatted with the UDO in 2014.
- This proposed new zoning overlay district text, Motion 2018-1, has used the Highway NC51 zoning overlay section of the UDO as a template so as to be consistent in format to what is already in the UDO.

Proposal/Solution:

- A new zoning overlay district may be adopted into the UDO to better connect critical aspects of each Small Area Plan into the Town's regulatory provisions. This will require two steps/motions: 1) adoption of the text that will be added within the UDO, which is Motion 2018-1; and 2) adoption of boundaries on the zoning map that identify the land parcels where the overlay district will be applied, which is Motion 2018-2.
- As drafted, the proposed new text would apply to the same parcels as each of the adopted Small Area Plans covered.
- The SAP-O would require parcels within the Monroe Road Small Area Plan to:
 - match the zoning categories/land uses as listed in the SAP;
 - accommodate transportation improvements as indicated in the SAP; and
 - adhere to the Action Items (policies) listed in the SAP.
- The SAP-O would require parcels within the Entertainment District Small Area Plan to:
 - rezone to ENT zoning district;
 - accommodate the Primary (Main) Street Network as indicated in the SAP;
 - accommodate the future light rail alignment; and
 - include explanation how the development would meet the adopted Policy Statement of 2-23-15.
- The SAP-O would require parcels within the E John St/Outer Loop Small Area Plan to:
 - adhere to the Consensus Buildout Scenario and land use focus categories of the SAP;
 - accommodate transportation improvements as indicated in the Conceptual Streets and Pedestrian Networks in the SAP; and
 - adhere to the Action Items (policies) listed in the SAP.

Financial Impact:

Will increase consistency of development proposals in each designated area to adopted plans.

Related Town Goal(s) and/or Strategies:

Quality of Life

Economic Development/Land Use Planning

Recommended Motion/Action:

Hold public hearings for Zoning Motion 2018-1 (Text amendment) and Zoning Motion 2018-2 (Map amendment) and consider public comments.