

**Matthews Small Area Plan-  
Overlay District**

**Motion 2018-1 New Language in  
UDO**

**Motion 2018-2 Add New Overlay  
Over Boundaries of 3 Adopted  
Small Area Plans**

## What Action is Being Proposed?

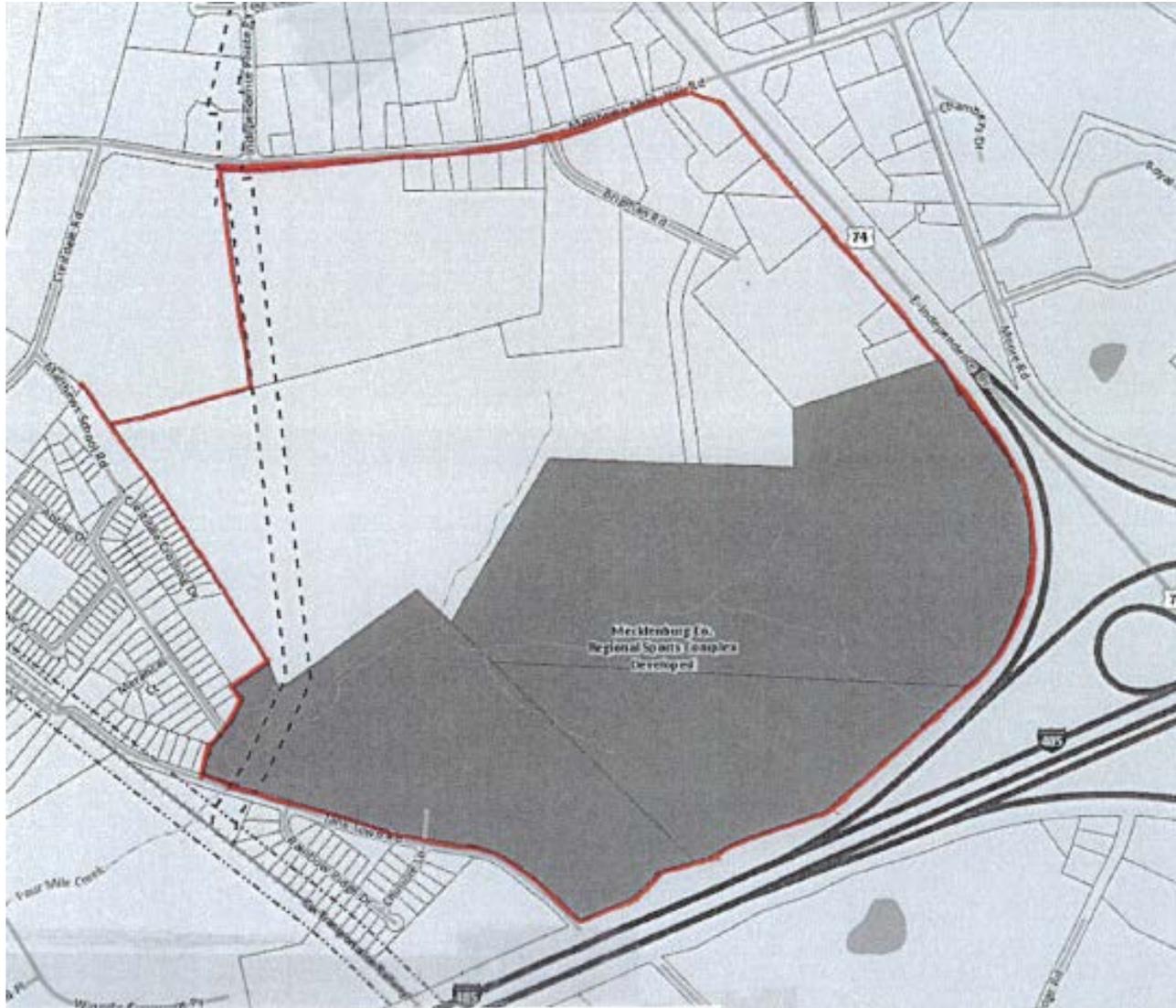
- Add Town enforcement ability to the three previously adopted Small Area Plans, so that the future build-out goals agreed to through a public process can become consistent reality as individual properties pursue redevelopment.
- Surrounding neighborhoods can be better protected from inconsistent adjacent development if this Overlay is in place.

## What Is Not Part of These Motions?

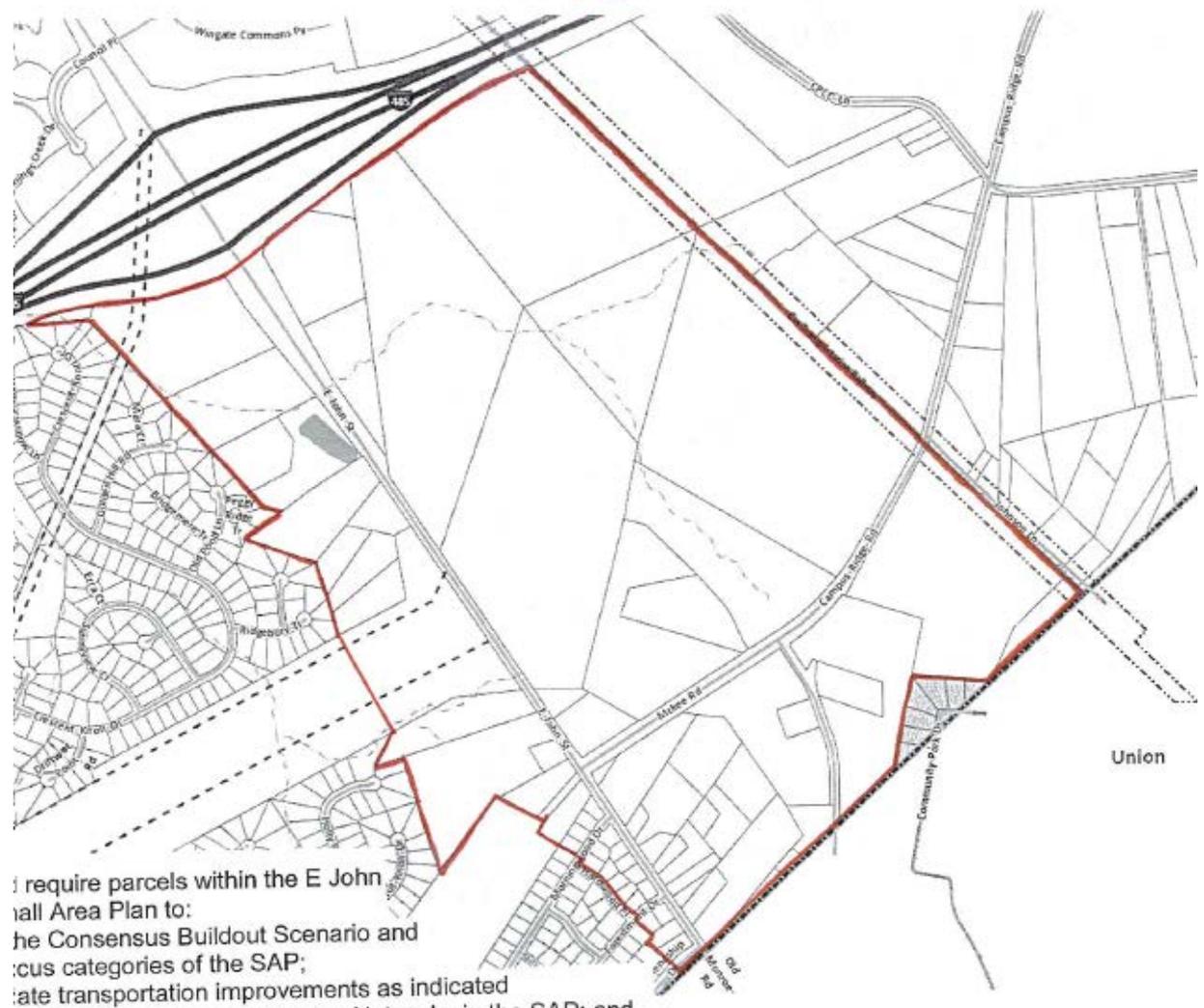
- NO new development is being proposed by the Town.
- These motions will NOT change the existing zoning of any property within or surrounding any of the Small Area Plans.
- These motions do NOT change any goals or visions for development.
- These motions are NOT being proposed in order to smooth the way for any pending development project.



# Entertainment District Small Area Plan



# E John St/Outer Loop Small Area Plan



I require parcels within the E John  
Small Area Plan to:  
1. Conform to the Consensus Buildout Scenario and  
2. Conform to the focus categories of the SAP;  
3. Conform to the transportation improvements as indicated  
on the SAP; and

## Why an Overlay District?

- Matthews has an Overlay district for the Downtown (since 1989) and much of NC51 (since 1991).
- Both were created following an in-depth study of each area with public input to come up with land use goals. The Town adopted those visions and policies, and then included them in the code via an overlay.
- A zoning Overlay District can be revised through the same process as any zoning text change – public hearing, Planning Board recommendation, and Town Board action.

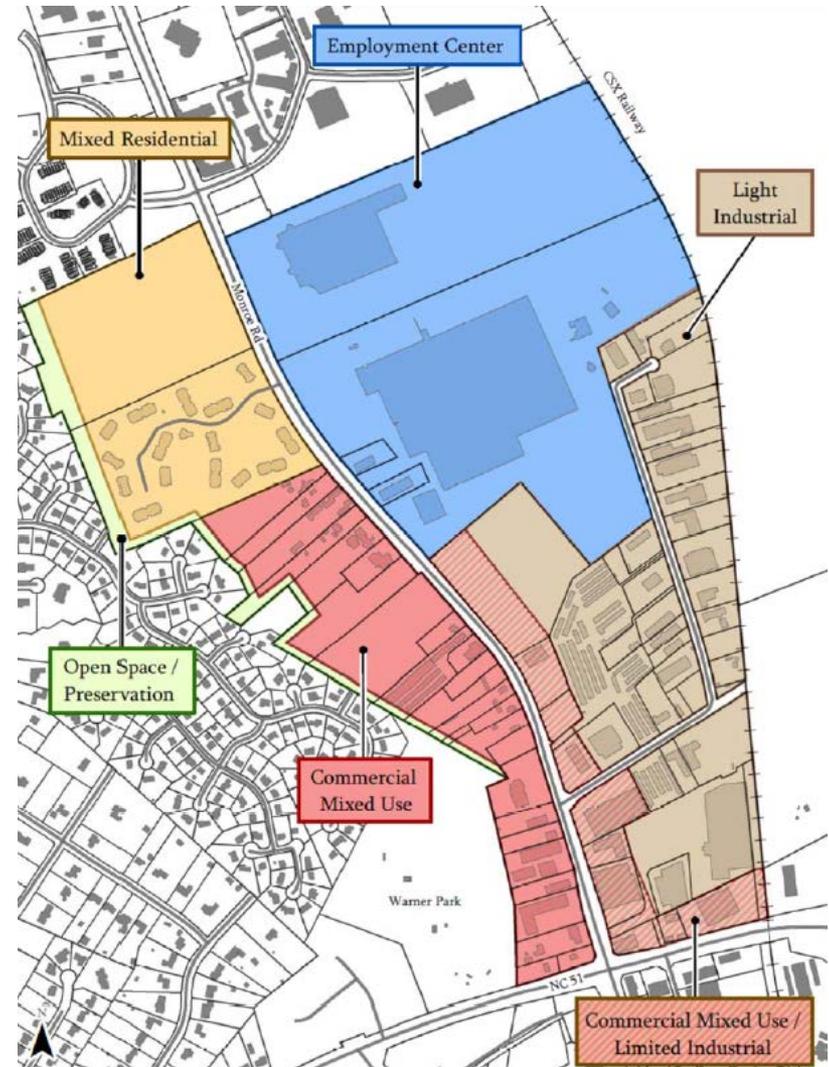
# What Would the New Overlay Do?

## Monroe Road

New development should follow land use concept in Plan

Tree buffers and pedestrian walkways should be designed with new development

Action Items from adopted Small Area Plan should be met as new development is proposed



# Monroe Rd SAP Action Items

As a property owner or developer chooses to develop a new project in the area:

- No strip retail or “big box” development
- More pedestrian friendly
- Cohesive landscaping
- Promote economic development here
- Preserve large trees where possible
- Protect existing residential with landscape screening
- Parking to side and rear of new buildings
- Incorporate vehicular and pedestrian connectivity: i.e., multi use paths behind and through commercial sites; add bike facilities
- Bury overhead utility lines
- Include open space or pocket parks for employees, customers, and area residents



As a property owner or developer chooses to develop a new project in the area:

- No single “big box” retail over 70,000 sq ft
- For initial construction, there should be a balance of residential and commercial
- Public art in public open spaces
- Plan development for future opportunities for shared/reduced parking needs
- Consider how buildings and grounds appear from any public street or public access area
- Utilize complementary design to build a “brand” through building materials, sidewalk, streetlights, street trees, benches, signs, etc.

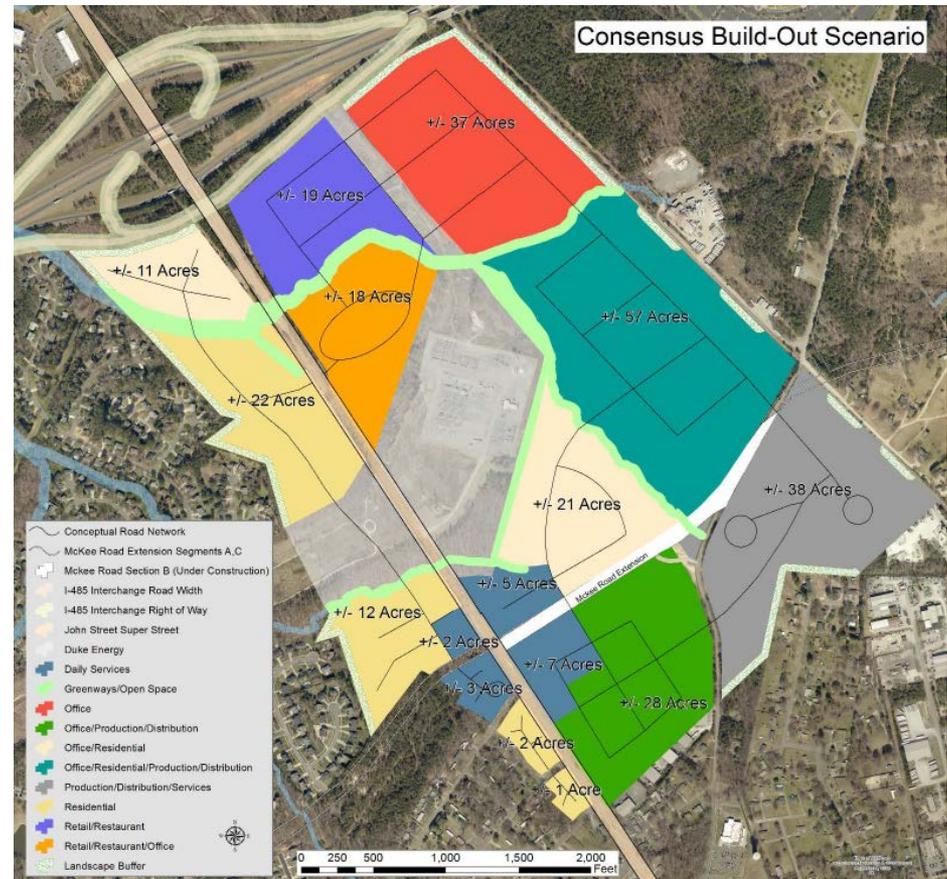
# What Would the New Overlay Do?

## E John St/Outer Loop

New development should follow the Conceptual Build-Out scenario

Tree buffers, a new internal street network, and pedestrian walkways should be designed with new development

Action Items from adopted Small Area Plan should be met as new development is proposed



## **E John SAP Action Items**

As a property owner or developer chooses to develop a new project in the area:

- Incorporate new street and pedestrian connectivity to become a walkable mixed use area
- Add landscape buffers against established residential neighborhoods
- Pursue opportunities for unique destinations, such as medical/scientific research park, arts village, winery
- Enhance a sense of “place” with public art, quality design, open space, etc.
- Buildings at focal points should be 2 story
- Bury overhead utilities
- When bringing utilities into area, size them to accommodate future build-out
- Preserve trees where feasible and add landscaping to open spaces and pedestrian facilities

**Questions?**