

Monroe Road Small Area Plan

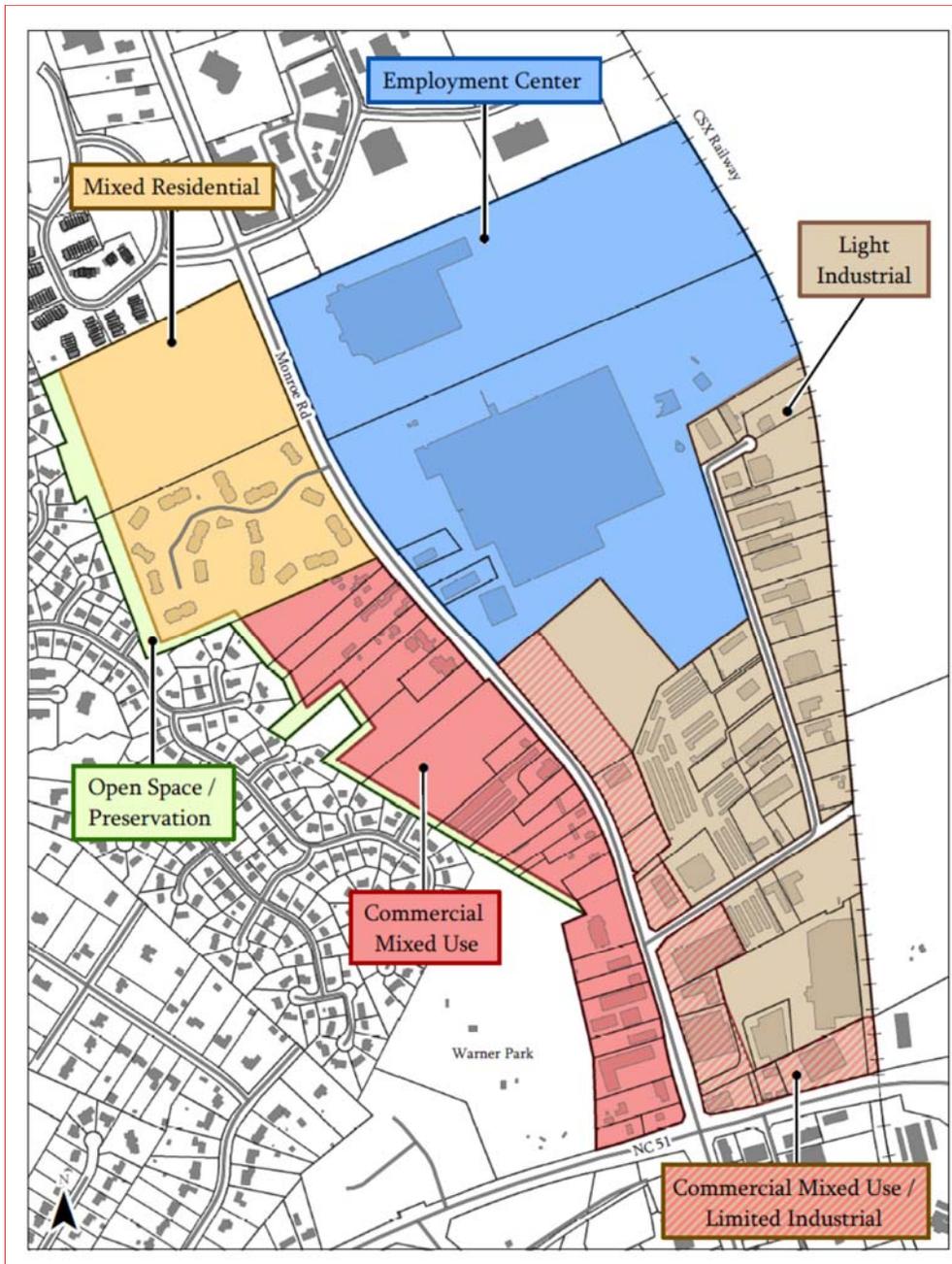
Adopted 2014

General Guiding Principles

- Create a vision for the Monroe Road corridor.
- Provide specific guidance in a manner that is consistent with the adopted plans and policies to ensure coordination with current planning activities.
- Involve affected stakeholders and citizens.
- Provide specific guidance and continue to build upon the recommendations of the Land Use Plan and other adopted plans and policies.
- Incorporate transit-supportive design and development.
- Ensure that non-residential uses within the study area include office and employment uses along with associated support services or retail uses to the surrounding businesses and neighborhoods.
- Ensure development is urban in both form and scale and supports future multimodal transit that is pedestrian friendly.

Specific Guiding Principles

- Identify a mix of land uses along the corridor that are consistent with the vision.
- Protect and preserve the industrial zoning within the study area while enhancing the streetscape and built form along the street edge.
- Emphasize design and urban form of future development.
- Consider strategies for potential redevelopment opportunities.
- Promote an interconnected transportation system and promote safety at identified areas of concern.
- Create land development strategies that promote the use of alternate travel modes including foot traffic, bicycles and public transportation via development design standards and public infrastructure.
- Identify a system of shared open space and recreational opportunities.
- Buildings should be oriented directly to streets and should be multi-story. Although such building relationships are critical to the built environment, new construction should be close to the street edge to maximize use of the property.
- Surface parking should be to the side or rear of buildings or structures.



Use these zoning districts for the types of land uses shown on the map:

Table 6.1 Land Use Designations	
Land Use Category	UDO Districts
Mixed Residential	R-15MF, R-VS, SRN
Employment Center	O, B-1, B-3, I-1, MUD
Commercial Mixed Use	B-1, B-3, MUD
Commercial Mixed Use/Light Indust.	B-1, B-3, B-D, I-1, MUD
Light Industrial	B-D, I-1
Open Space Preservation/Buffer	Any

Note - Each land use category could be a mix of zoning designations.

MONROE ROAD SMALL AREA PLAN LAND USE ACTION ITEMS:

1. *Construct a “Welcome to Matthews” sign at the town limits, build gateway to downtown.*
2. *Redevelop strip retail and replace with multi-story mixed use buildings*
3. *Create a more pedestrian friendly environment.*
 - A. *Bring buildings closer to the street.*
 - B. *Parking should be to the side and rear of buildings.*
 - C. *Complete the sidewalk network.*
 - D. *Strengthen landscape requirements*
 - E. *Consider minimum building heights of two stories*
 - F. *Incorporate green and open space into design*
 - G. *Protect and promote industrial uses with no direct relationship to Monroe Road and along Industrial Drive.*
4. *Consider design and architectural guidelines for the all new development and redevelopment that occurs*
5. *Create a cohesive landscape plan and built form among all developments fronting Monroe Road.*
6. *Consider preserving as much light industrial zoning as possible and take into consideration the impacts of rezoning properties from light industrial to other zoning classifications*
7. *Promote economic development through employment centers.*
8. *Consider working with utility companies and require new development to bury overhead lines.*

9. *Encourage the preservation of large canopy trees along the corridor.*
10. *Consider installing decorative street lighting*
11. *Consolidate driveways, and ingress/egress points*
12. *Limit uses that generate significant new traffic*
13. *Allow increased setbacks for employment centers or corporate campuses.*
14. *Employment centers should provide structured parking where feasible*
15. *Protect residential properties from commercial development by requiring a 50 foot vegetative buffer*
16. *Prohibit strip development and big box development*
17. *Drive through service windows and gas station canopies should to be located behind the principal structure and out of view from the public street.*

MONROE ROAD SMALL AREA PLAN URBAN DESIGN ACTION ITEMS:

1. *When different façade materials are used, the heavier material shall be applied at grade level.*
2. *Encourage building articulation with windows every 16 feet.*
3. *Avoid single story structures that are horizontally integrated*
4. *Uses should be vertically integrated with most intense uses on ground level and less intense uses on upper levels.*

5. *Building Height and scale should be proportional with the façade facing Monroe Road creating the greatest linear dimension.*
6. *Buildings should occupy 60 percent of the lot width fronting Monroe Road.*
7. *Massing and scale should be complimentary to other buildings facing Monroe Road.*
8. *Drive through service windows and gas station canopies should to be located behind the principal structure and out of view from the public street.*
9. *No side or rear elevation shall face Monroe Road and all mechanical equipment shall be out of view from Monroe Road.*

MONROE ROAD SMALL AREA PLAN TRANSPORTATION ACTION

ITEMS:

1. *Consider a feasibility study for replacing the center turn lane with a landscaped median with strategically located left overs and pedestrian safety zones at designated crosswalks,*
2. *Work with Charlotte Area Transit System (CATS) to locate and construct bus stops that utilize bulb outs or dedicated turn out lanes and decorative shelters.*
3. *Reduce speed limit and synchronize traffic signals.*
4. *Consider a feasibility study for putting a traffic signal at the intersection of Monroe Road and Industrial Drive.*
5. *Consider researching an alternate entrance/access to the Sardis Forest neighborhood via Monroe Road and identify possible pedestrian connection to the commercial development from the neighborhood*

6. *Work with Family Dollar and City of Charlotte to extend Industrial Drive to Galleria Boulevard*
7. *Encourage internal connectivity between and within developments. Consider working with Covenant Day School to create an alley adjacent to commercial properties in order to allow for internal connectivity for developments along the west side of Monroe Road between NC 51 and Industrial Drive.*
8. *Complete sidewalk network within corridor and add sidewalks and curb and gutter along Industrial Drive*
9. *Consider a multi-use path at the rear of properties adjacent to Sardis Forest*
10. *Consider studying traffic warrants to see if there could be a possibility of reducing signalized intersections within the study area to increase traffic flow.*
11. *Consider adding bike lanes or other bike facilities*
12. *Consider an alternate entrance/access to the Sardis Forest neighborhood via Monroe Road.*

MONROE ROAD SMALL AREA PLAN UTILITIES ACTION ITEMS:

1. *Utilities should be buried for all new development and redevelopment*
2. *Any sidewalk or street construction activity should be reviewed to include taking existing overhead line underground*

MONROE ROAD SMALL AREA PLAN CULTURAL AND HISTORICAL ACTION ITEMS:

1. *Continue working with the Mecklenburg County Landmarks Commission and Matthews Historical Foundation to restore and preserve Roseland Cemetery.*

Prohibit any disturbance of the Historic Roseland Cemetery.

- 2. Evaluate the structural integrity of the water tower and investigate ways of preserving it.*

MONROE ROAD SMALL AREA PLAN NATURAL RESOURCES & OPEN SPACE ACTION ITEMS:

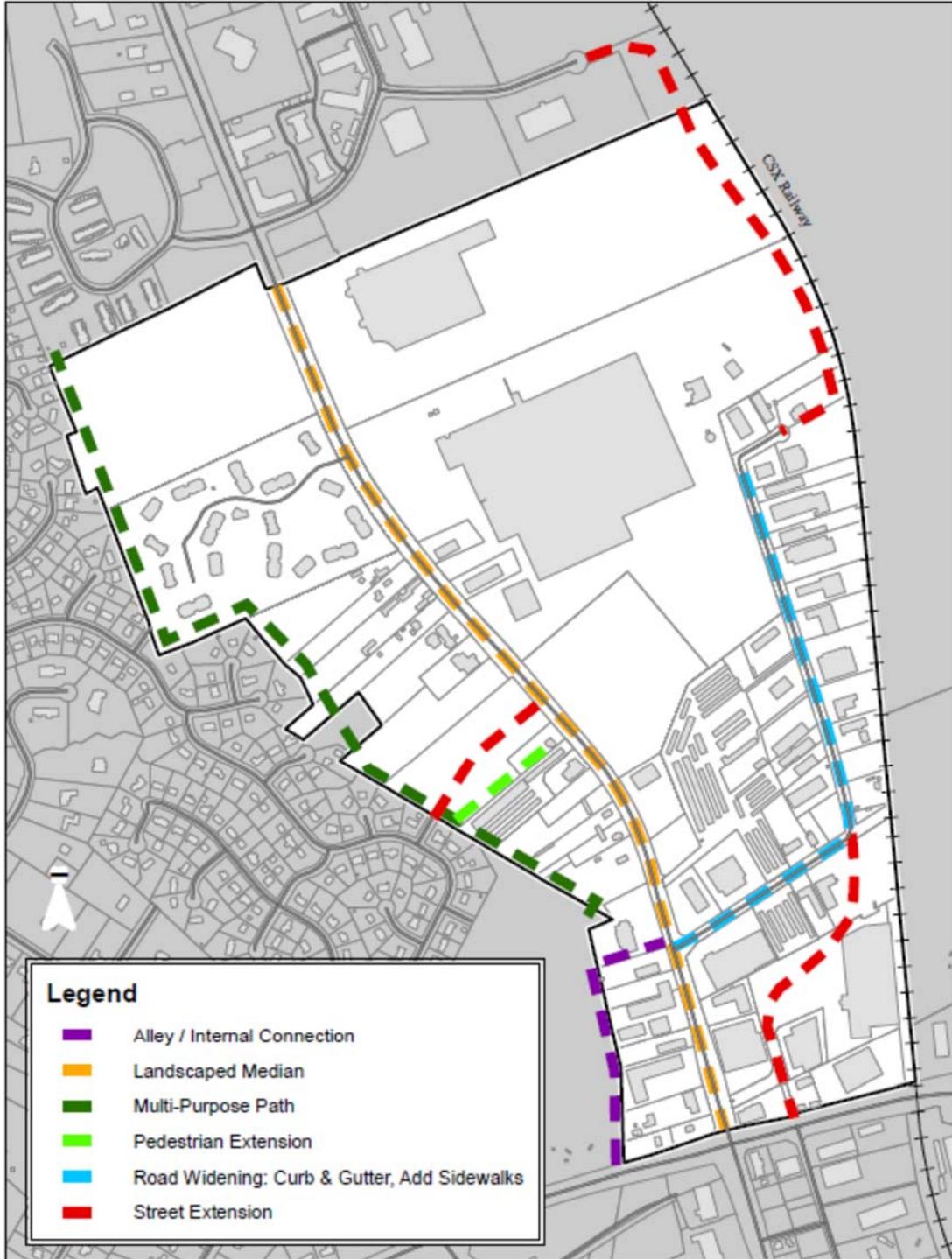
- 1. Encourage open space through the design of new development and redeveloped parcels*
- 2. Encourage underground storage where storm water detention is required*
- 3. Consider a multi-use pathway along the rear property boundaries in or adjacent to Sardis Forest neighborhood.*
- 4. Explore opportunities to incorporate pocket parks into development design.*

MONROE ROAD SMALL AREA PLAN ADOPTED PLANS ACTION ITEMS:

- 1. Adopt the Comprehensive Transportation Plan*
- 2. Continue to build on existing plans and verify implementation is consistent with adopted plans*
- 3. Update adopted plans as needed*

Proposed Connections and Improvements

As development is proposed, these vehicle and pedestrian connections should be included.



Entertainment District Small Area Plan

Adopted 2014

General Guiding Principles

- Urban scale neighborhood: A unique opportunity to create a cohesive development site substantially different from existing development and can support development here at a substantially denser scale than has been attempted elsewhere in Matthews.
- Mixed use: In order to provide the assortment of activities, amenities, and services necessary for visitors, multiple types of land uses must be developed in close proximity to each other.
- Transit-supportive/Future Transit station/hub: A bus stop next year may later become the neighborhood's light rail station.
- Walkable, pedestrian friendly: The goal is to have this area develop as a "park once" environment.
- Economic engine for surrounding region: . . . [The goal is for people to enjoy] the Sportsplex for recreational activities, [and find] the adjacent mixed use neighborhood is a convenient and pleasant experience for dining, daily needs, and other options for recreation.
- Unique identity to be created: . . . The architecture of buildings, the streetlights, benches, street trees, signs and related public infrastructure, and the physical layout of streets and public spaces can all interact in creating a one-of-a-kind atmosphere.
- Energy efficient design: . . . Alternative energy-conserving or energy generating methods are encouraged to be employed here.

Each development site to be zoned ENT per provisions at § 155.503.8.A.:

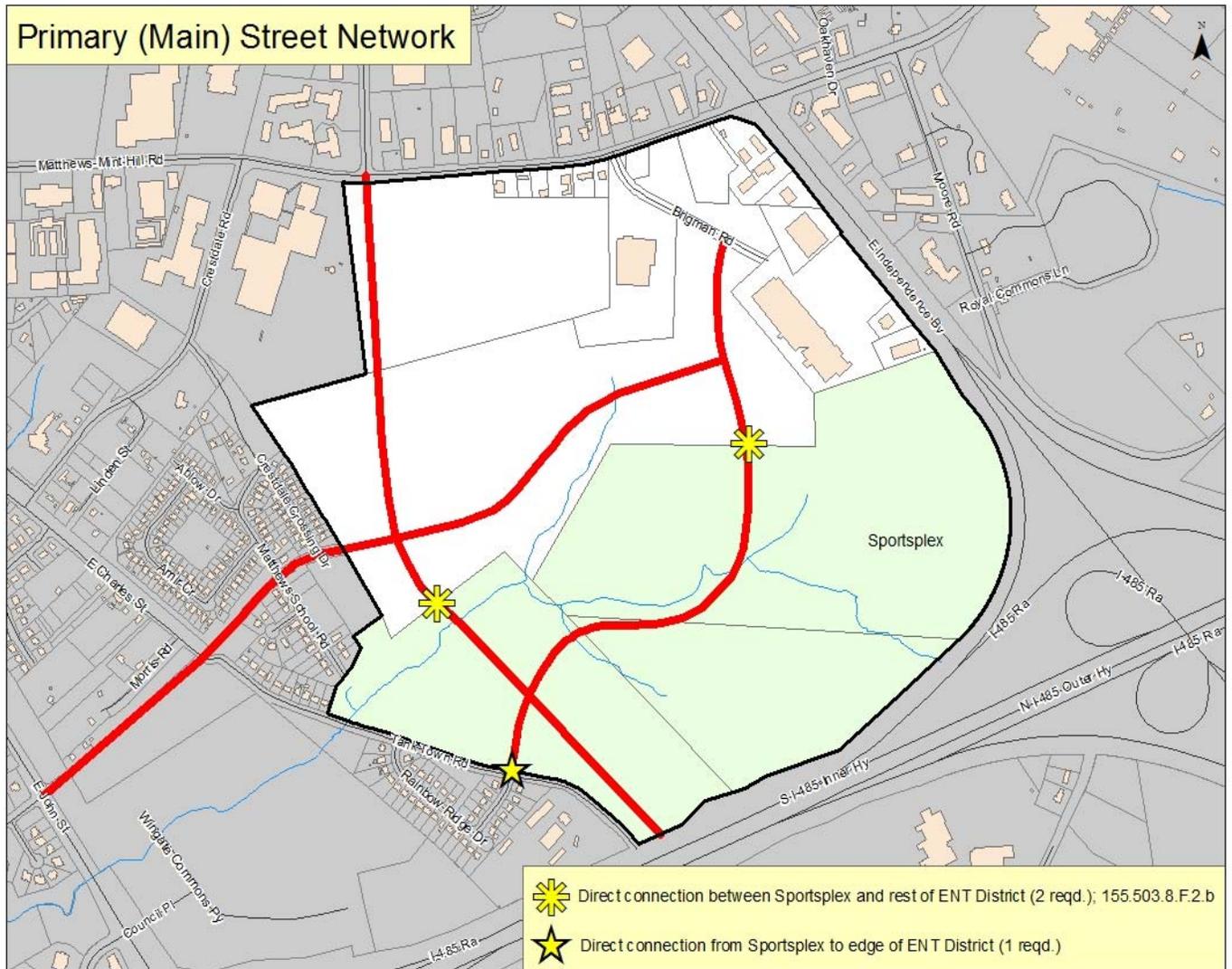
"The Entertainment (ENT) District is established to provide a unique set of land uses and design criteria for a defined geographic portion of the community, with a specific emphasis on providing multiple entertainment opportunities for people of all ages, both permanent residents and visitors. . . . All construction and uses of land within the Entertainment district shall comply with an approved general concept plan for the District, and no land disturbing activity may take place until compliance with the approved concept plan is documented. . . ."

These primary streets need to be built within the area:

Sports Parkway between Brigman Road and Tank Town Road has been built by Mecklenburg County.

Independence Pointe Parkway expected to be built by NCDOT around 2021.

No schedule or funding in place at this time to build the extension of Greylock Ridge Rd.



The ENT district concept plan has a base network of pedestrian and multi-modal pathways that meshes with the “main street” required network. These pathways must continue outside of the district as well, in order to connect this area to other existing development sites in Matthews. . . . The Crestdale Heritage Trail between Crestdale Road and downtown will parallel the rail line.

Highlights from Policy Statement on the Family Entertainment District, adopted 2-23-15

Many of the following are being incorporated into the first major ENT development project approved in December 2017.

Maximum “Big Box” Retail:

“[N]o single big box retail establishment (merchandise sales as sole or primary/significant activity) should be greater than 70,000 square feet. . . . For single-use larger structures which are allowed by Town Board, their footprint size in relation to surrounding developed or anticipated buildings must be accommodated so that there is a relative and comfortable symmetry.”

Guideline for Residential and Commercial Land Use Ratios:

“Residential to Commercial ratio guideline: No more than 600 dwelling units should receive building permits for construction until at least 40,000 square feet of commercial is under construction or completed.”

“Commercial to Residential ratio guideline: Similarly, no more than 120,000 square feet of commercial should receive building permits until at least 240 dwelling units are under construction.”

Public Art:

A concept plan for art on private property should be reviewed by Matthews Parks, Recreation & Cultural Resources Advisory Board to determine “whether the proposed art to be used in a setting where families and children are likely to experience it is appropriate from a decency perspective”.

Plan For Future Parking Options:

“The Town is interested in determining how best to plan now to allow options for shared and structured parking. One potential scenario may include employing state statute provisions for special assessments. . . . Another option is to establish future trigger situations that would require development of structured parking plans:

- *When CATS approves an extension of a mass transit mode other than local or express bus to the proposed transit station location;*
- *When Mecklenburg County approves an ongoing joint-use agreement for at least 200 parking spaces for stadium use;*
- *When at least 400,000 square feet of nonresidential development, at least 1,000 dwelling units, or a mix of residential overnight lodging and/or nonresidential uses totaling at least 500,000 square feet have permits issued for construction.*

Property owners and/or business owners may pursue shared parking agreements. . . . Other options for converting from surface to structured parking may also be brought to the attention of Town Board at any time.”

Aesthetic Elements for a Unique Neighborhood:

“Within the new neighborhood, there should be specific thematic elements used repetitively for architectural or public realm amenities, in order to establish a separate identity unique for this neighborhood:

All public rights-of-way:

- *Street trees: slippery elm; London plane; ginkgo; and hackberry*

- *Street lights: TBD*
- *Pedestrian-scale light posts: low-level bollards consistent with chosen street light fixture*
- *Street name sign brackets/toppers: OK to create a logo or topper unique to the new neighborhood*
- *Benches: must have backrest with slats or contoured for comfort*
- *Trash containers and tree grates: consistent in color and style with other chosen street furnishings*
- *Gateway entrance signs: to include unique neighborhood logo/name (if/when selected)*
- *Public parking signage: must be consistent color and general style of street light posts*
- *Cross walk pavement marking: color or pavement marking/stamping to clearly identify cross walk location apart from street pavement*

All public realm locations:

- *Above listed items: at least 2 of the above must be incorporated into any private property developed as a public realm space (plaza, pocket park, mid-block walkway, etc.)*
- *Internal wayfinding (directory or directional) signage: must be consistent color and general style of street light posts, and must incorporate neighborhood logo/name if one is selected*
- *Pavement other than street-side walkways: assortment of pavement colors, textures, stamping, patterns, etc. to create visual contrast to adjacent building walls*
- *Landscaping: greenery essential in as many places as possible to break up the appearance of impervious surfaces*
- *Outdoor furnishings: assortment provided to encourage people to come and sit, people-watch, play, visit, eat, or relax*
- *Public art: visual or textural interest; preference for interactive pieces that people can touch or climb or otherwise experience; preference for understandable and identifiable pieces with curves and smooth surfaces, encouraging people to sit and climb*
- *Outdoor plazas and open spaces: utilize surrounding built environment – walls, trees, other features – to enclose the open area in order to create a sense of an outdoor “room”, a sense of enclosure without complete physical or visual separation for the nearby street*

Architectural thematic elements:

Each new structure within the neighborhood should include at least three of the following:

- *Simple clean and contemporary lines*
- *Change of exterior materials*
- *Change of plane along wide building frontages at average of 20' lengths; such changes of wall/vertical distance from public walkway should be at least 3'*
- *Extensive use of doors and windows on first floor fronting any public street or public realm area*
- *Use of other decorative features to create visual interest and to make walking beside a wall a comfortable and appealing activity*
- *Upper floor balcony or rooftop space to increase the sense of life and activity on the street.”*

Future Funding/Financing Process to Recoup Some Costs for Public Infrastructure:

“Town Board may . . . pursue with the developers/owners either a Tax Increment grant program (TIG) or a Special Assessment Improvement District (SAID), as either may be legislatively available.”

Branding the New Neighborhood with Name and/or Logo:

“Town Board may choose to pursue establishing an identifying unique name and/or logo for this new neighborhood at any time.”

Conceptual Layout of a Mix of Uses in the New Neighborhood That Will Connect to the Sportsplex



E John Street/Outer Loop Small Area Plan Adopted 2017

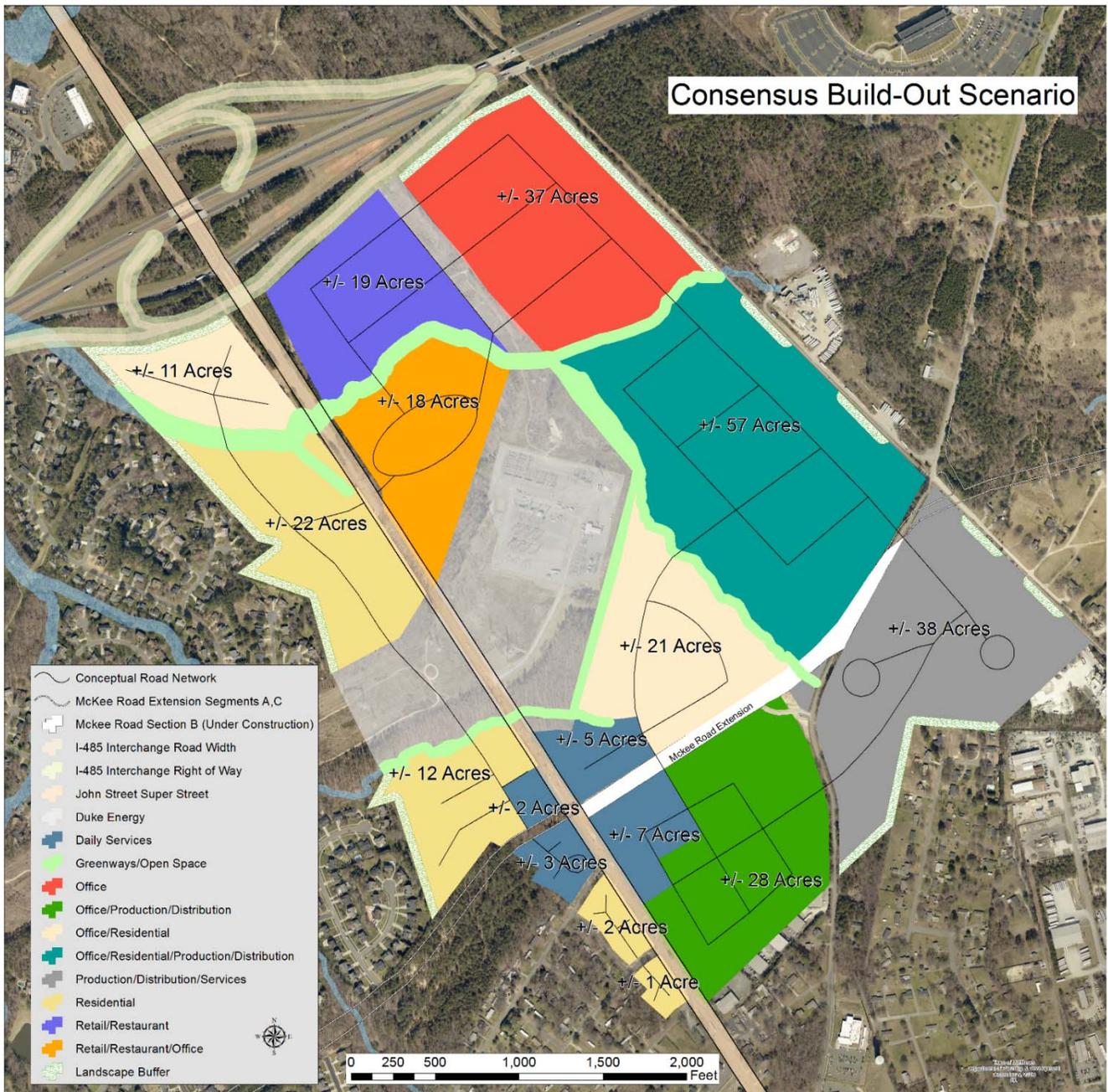
General Guiding Principles

- Create a cohesive vision for all land parcels throughout the study area boundaries.
- Recognize the properties adjacent to E John Street backing up to existing single family neighborhoods need to take extra care to adequately protect and buffer those existing developed sites.
- Involve affected stakeholders and citizens.
- Recognize new development within this study area will require significant expansion and improvement of public utilities and the public street network.
- Continue to build upon the recommendations of the Land Use Plan and other adopted plans and policies.
- Ensure any new development proposals are consistent with adopted policies and zoning actions.
- Incorporate walkability and transit-supportive design.

Specific Principles

- Identify a mix of land uses within the study area that are consistent with the vision.
- Emphasize pedestrian-friendly design and urban scale form of development as the vision calls for them.
- Create land development strategies that promote the use of alternate travel modes including pedestrians, bicycles and public transportation via development design standards and public infrastructure.
- Recognize the impact new driveway access points may cause as new development occurs on a parcel-by-parcel basis, so that long-term viability of the street network remains safe and allows traffic to flow at an appropriate pace.
- Consider unique uses and development layouts to create desirable new destinations and points of interest within the study area.
- Provide strategies that will promote sustainable development and not reduce the integrity of existing surrounding development.
- Protect and preserve large, healthy tree specimen during the initial site design process, both individually located and groves of trees where they can serve as buffers and screens between uses or against vehicular use areas.

New Development should follow the use categories shown below:



These “focus” mixed use categories still allow other uses.

These land use focus designations show the intent is to have at least 30% of development be the focus types of uses.

Multiple zoning districts may be appropriate within each focus area.

This consensus map encourages different types of land use intensities to transition smoothly over the study area. Greenways can naturally divide separate focus use areas.

E JOHN STREET SMALL AREA PLAN LAND USE ACTION ITEMS:

- 1. Proposed new development should correspond to the designated focus land use categories within the applicable block on the consensus build-out scenario.*
- 2. Initial development within each block of the conceptual build-out scenario shall conform to the assigned focus land use category(ies), since it will set the tone for further adjacent development.*
- 3. In each land use focus designation, the “focus” type of land use should comprise at least 30% of the overall build-out at each phase of completion.*
- 4. Residential units should be incorporated into buildings in upper floors, such as two stories of office use and one or two stories of residential, when the mix of uses are compatible.*
- 5. New internal street networks and pedestrian pathways should be designed for the larger segment of the study area as individual sites are proposed for development. This is necessary to assure that cross connectivity can be achieved, and is especially important given the limited new curb cut accesses from E John Street.*
- 6. Greenways and other open space locations should be established for the overall study area before any development begins, and any parcel considered for development should then include their segment of the greenway and open space network. This is critical to guarantee the connectivity of the open space system.*
- 7. Landscape buffers identified in the consensus build-out scenario that will be against established single-family neighborhoods, I-485, along the future right-of-way for E John Street, and the CSX rail line should be identified and protected from damage before any development begins. These locations should be protected during all development phases, and guarantees put into effect to preserve them perpetually.*
- 8. A variety of residential styles should be used throughout the study area, to provide good options for new households to find the style they desire.*

E JOHN STREET SMALL AREA PLAN DESTINATIONS AND PLACEMAKING ACTION ITEMS:

- 1) *As development begins throughout the study area, continue to pursue opportunities to incorporate uses that will create unique destinations here. Desired destinations include but are not limited to: medical/scientific research park; business incubator or entrepreneur startup facility; arts village; vineyard and/or winery; mixed-use retail facility; botanical garden; or nature preserve.*
- 2) *Multiple and coordinated elements within the study area should be used to develop and enhance a sense of “place”, including public art, quality architectural building design, public open space, and landscaping.*
- 3) *The architectural elements of each building should incorporate qualities typically found within Matthews for consistency, but can also combine elements in a fresh new way to give individual buildings a contemporary twist.*
- 4) *Buildings should not have blank walls in excess of 10 feet wide facing any public access or public view location.*

E JOHN STREET SMALL AREA PLAN URBAN DESIGN ACTION ITEMS:

- 1) *Properties along E John Street should maintain or create a tree buffer along the road frontage, and parking or vehicular use areas should not be located between new buildings and the tree buffer here. Exceptions may be made for corner lots.*
- 2) *New buildings on parcels not fronting on E John Street should be brought close to the interior public or private streets, with parking to the side or rear.*
- 3) *Buildings at focal points such as intersections and driveway entrances should be multi-story.*
- 4) *Parking should be located to the side and rear of buildings to the greatest extent possible.*

- 5) *Sculpture, public art or other monumentation should be developed at the E John Street/McKee Road intersection on all four corners.*
- 6) *All buildings should have an operable front door with connection to a public street*
- 7) *Utilities should be moved underground as development occurs*
- 8) *Drive thru canopies and gas station canopies should be located behind the principal structure*
- 9) *Mechanical equipment either at ground level or on building rooftops should be screened from view*

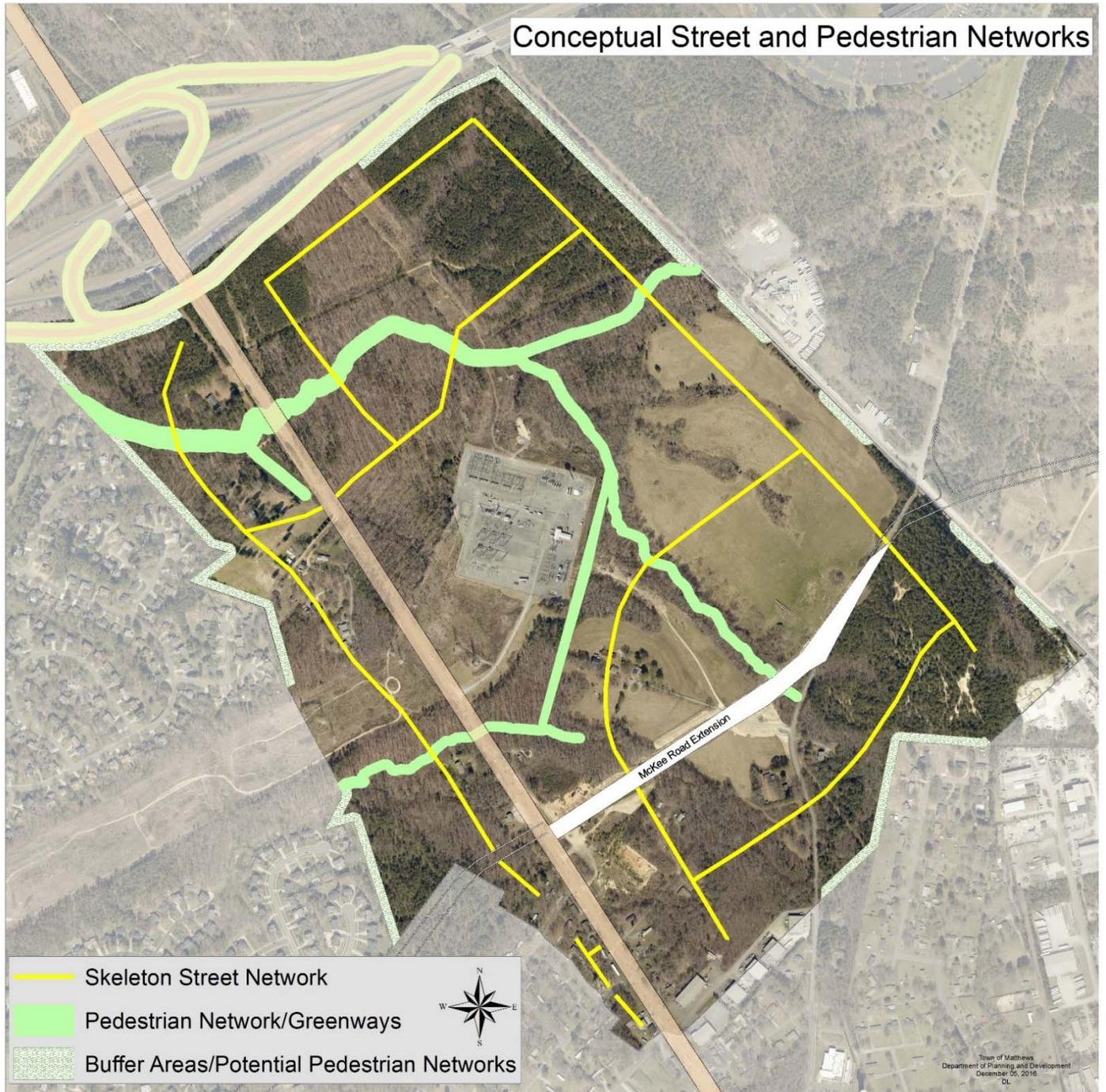
E JOHN STREET SMALL AREA PLAN TRANSPORTATION ACTION

ITEMS:

- 1) *Any development proposed within the study should determine where vehicular access points can appropriately be created that can be shared with surrounding further development.*
- 2) *Because driveways and new street intersections into E John Street will be constrained by the E John Street/Old Monroe Road widening project to be constructed in a few years, any desired connections to E John Street must be reviewed by NCDOT and the Town of Matthews to verify proper placement for area development as a whole.*
- 3) *New internal street networks will be necessary to open up interior tracts to development. A skeleton street network shall be designed and must be followed as individual parcels are ready for development. This skeleton street network includes:*
 - a. *new streets parallel to E John Street on both sides;*
 - b. *a new street parallel to the CSX railroad tracks, from I-485 to McKee Rd;*

- c. a new street parallel to I-485 connecting the interior blocks along the CSX rail line to E John St between I-485 and the Duke Energy substation; and*
 - d. new street connections parallel to McKee Rd between McKee and the County line to provide internal connectivity between parcels against the rail line and E John St.*
- 4) Development at the future four-approach intersection of McKee Road and E John Street should not occur until McKee Road Segment A is under construction, so that new ingress and egress points onto McKee will be operable when new development (businesses and/or residential) is open.*
- 5) Locations for safe and direct pedestrian and bicycle crossing of E John Street should be identified as early as possible, once new construction along the road is underway. Pedestrian signals should be considered at each marked crosswalk area.*
- 6) A skeleton greenway and multi-use path network for the full study area should be determined prior to individual property development. This network should include:
 - a. A minimum 5' sidewalk on one side and a 10' multi use path on the other side of E John Street, as intended to be constructed at the time of the widening project;*
 - b. A greenway along the creeks in the study area as illustrated in the build-out scenario;*
 - c. Connecting trails along edges of the Duke Energy properties to complete connections within the network, as illustrated in the build-out scenario;*
 - d. Multi use pathways or similar paved trails generally corresponding with the new internal street skeleton network.**

- e. A pedestrian connection – bridge if necessary – for residents within the established neighborhoods southwest of the study area to access the mixed use development via the internal trail system.



The lines for future internal streets shown here are conceptual only – to show a general location and the necessity for interconnection. Actual location will be determined as development plans are prepared.

E JOHN STREET SMALL AREA PLAN UTILITIES ACTION ITEMS:

- 1) *Utilities should be buried for all new development and redevelopment.*
- 2) *Any sidewalk or street construction activity should be reviewed to include taking existing overhead lines underground.*
- 3) *Developers need to coordinate their site plan layouts to install sufficient infrastructure in order to service potential growth for their facility as well as future developments.*

E JOHN STREET SMALL AREA PLAN NATURAL RESOURCES AND OPEN SPACE ACTION ITEMS:

- 1) *Establish natural buffers along Brightmoor and Matthews Plantation subdivisions.*
- 2) *Maintain natural buffer adjacent to Hwy I-485 and residential neighborhoods adjacent to the study area.*
- 3) *Create greenways along existing stream buffers.*
- 4) *Provide a pedestrian bridge over stream tributaries to connect neighborhoods to daily services and other amenities.*
- 5) *Developers need install pocket parks and natural areas within their developments.*
- 6) *Explore private – public partnerships to ensure natural resources in the area are used to enhance new development.*