Location
11330 BRIGMAN RD (Parcel Id 215-08-113)

Ownership/Applicant
BRIGMAN FAMILY FARM PROPERTIES/
The NRP Group

Zoning
Existing: R-15
Proposed: ENT
Overlay: ENT-O

Use
Existing: Vacant
Proposed: Multi-family Residential and Commercial

Request Summary
The applicant proposes to change the zoning of the property from R-15 Residential to ENT Entertainment for the purpose of allowing multi-family residential with some commercial space.
Site Summary

The property is vacant

The site is 72.20 Acres (15 Acres)

Located at the corner of Sports Parkway and Brigman Road, the property is surrounded by other multi-family and commercial to the North and the Sportsplex to the South.

Previous Zoning Actions

N/A
• Up to 350 Dwelling Units
• Up to 20,000 sq.ft. of non-residential uses
• 1 public street
• 2 private streets
• 2 private vehicular areas
• Streetscape/parking landscaping
• General locations
PROPOSED SITE PLAN

- Tree Save Area
• Buildings as seen from the street at the main Sports Parkway entrance
• The maximum height of any building constructed on the Site shall be governed by the Ordinance. The minimum height of any building constructed on the Site shall be 24 feet.
• Vinyl or masonite may not be used as an exterior building material, provided, however, that vinyl may be utilized on windows, doors, garage doors, soffits, trim and railings
• The permitted exterior building materials: brick, stone, precast stone, synthetic stone, cementitious siding, stucco, EIFS and/or wood.

• At least 40% of the exterior surface area of the combined or aggregated facades of each building below the roofline shall be constructed of brick, stone, precast stone and/or synthetic stone.

• Windows, doors, balconies and trim are not considered when calculating the minimum percentage.
The Land Use Plan does address this area in the Family Entertainment District Small Area Plan.

**Land Use Plan**

**Consistency**

The proposed change in zoning from R-15 to ENT is generally consistent with the land use plan.

**LAND USE PLAN GUIDING PRINCIPLES**

1. Urban scale neighborhood
2. Mixed use
3. Transit-supportive/Future Transit station/hub
4. Walkable, pedestrian-friendly
5. Economic engine for surrounding region
6. Unique identity to be created
7. Energy efficient design
FAMILY ENTERTAINMENT — BUILDING TYPES

Medium Density Residential
- Townhomes, Garden Apartments
- 3 to 4 stories

High Density Residential
- 6 to 7 stories
- Parking built in for 1-2 stories

Vertical Mixed-Use Residential
- 2-3 Stories
- First floor commercial store front
- 1-2 floors residential

Family Entertainment Business/Commercial
- 3-4 stories
- Multi-use commercial/recreation

Smaller Commercial/Recreation
- 1-2 stories
- Partial First floor parking

Office Tower
- 4-6 stories
- First floor parking
Family Entertainment Bus. Commercial

Character Images  Town of Matthews Small Area Plan Matthews, NC
High Density Residential

FAMILY ENTERTAINMENT — CONCEPT ARCHITECTURE/LOOK & FEEL
Greenways

Character Images

Town of Matthews
Small Area Plan

FAMILY ENTERTAINMENT — CONCEPT ARCHITECTURE/LOOK & FEEL
Impact

• 350 multi-family units may add an additional 120 students upon completion.

• These numbers were produced using data from the 20th day of the 2020-2021 school year.

• This data does not take into account the new elementary school opening in August 2022.

<table>
<thead>
<tr>
<th>Schools Affected</th>
<th>Total Classroom Teachers</th>
<th>Building Classrooms/ Teacher Stations</th>
<th>20th Day, Enrollment (non-ec)</th>
<th>Building Classroom/ Adjusted Capacity (Without Mobiles)</th>
<th>20th Day, Building Utilization (Without Mobiles)</th>
<th>Additional Students As a result of this development</th>
<th>Utilization As of result of this development (Without Mobiles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATTHEWS ELEMENTARY</td>
<td>48.50</td>
<td>40</td>
<td>843</td>
<td>695</td>
<td>121%</td>
<td>68</td>
<td>131%</td>
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<tr>
<td>CRESTDALE MIDDLE</td>
<td>56.5</td>
<td>53</td>
<td>1065</td>
<td>999</td>
<td>107%</td>
<td>26</td>
<td>108%</td>
</tr>
<tr>
<td>BUTLER HIGH</td>
<td>103.5</td>
<td>98</td>
<td>1979</td>
<td>1874</td>
<td>106%</td>
<td>26</td>
<td>107%</td>
</tr>
</tbody>
</table>
Planning Department

1. Street Network
   • Consider additional blocks and connectivity for the district.
   • Opportunity to extend Rosenwald Street
   • The ENT district requires all blocks to have a maximum perimeter of 800 linear feet. Additional network is necessary in a few areas

2. Streetscape
   • Public Road should include parallel parking
   • Public street “A” marks the first step of a new main road for the district. What’s installed in this leg of the development will set the standard for future build out to future Independence Pointe Parkway
   • Request a detailed street typical as part of the rezoning plan

3. Commercial Ratio
   • The Entertainment Overlay requires 40,000 sq.ft. of new commercial be built for more than 600 residential dwelling units to be built in the district.
   • Briley Apartments currently has 360 dwelling units as part of Phase 1. That rezoning allowed up to a total of 570 dwelling units.
   • As of date, 240 dwelling units may still receive building permits in the ENT-O.
   • Depending on future build-out in the area, this project may be limited to between 30 and 240 dwelling units.
   • However, the rezoning may still consider more than the 600 dwelling unit cap.

4. Building Arrangement
   • The Small Area plan calls for buildings to front streets.
   • Current elevations and building siting do not meet that standard

5. Silverline Light Rail Station
   • This project would be located within 0.25 – 0.5 miles from the proposed Silverline station with direct road access

STAFF COMMENTS AND OUTSTANDING ISSUES

Police
No Comment

Fire
No Comment

Public Works
See next slide

Parks and Rec
No Concerns
**Public Works**
- Continue sidewalk westward to property line both sides of public street
- Public street has parallel parking only, and street trees
- Parking lot on the south property line should be switched with building
- Work with Sportsplex to connect to the greenway by the stadium
- Many drainage issues from PCO submittal
- 10’ sidewalk on this side of Brigman Rd to complete the "Matthews Bike Loop" from MMH to Sports Pkwy
- TIA has outstanding issues still
- Possible opportunities to get CATS service to high density residential area, at a minimum bus stop pad on Sports Pkwy

**TIA Recommendations**
- Install a crosswalk and pedestrian signal on Matthews-Mint Hill Road across Independence Boulevard
  - Matthews Transportation Advisory Committee voted to support staff recommendation to include
- Matthews-Mint Hill Road and Brigman Road
  - Monitor the intersection for signalization once signal warrants are met.
  - Construct an eastbound Matthews-Mint Hill Road right turn lane with 200 feet of storage and appropriate taper.
  - Construct a westbound Matthews-Mint Hill Road left turn lane with 150 feet of storage and appropriate taper.
  - Extend the northbound Brigman Road right turn lane to provide 250 feet of storage and appropriate taper.
- Independence Pointe Parkway and Matthews-Mint Hill Road
  - Extend the southbound Independence Pointe Parkway left turn lane to provide 425 feet of storage and appropriate taper.
  - Construct a northbound Independence Pointe Parkway right turn lane with 225 feet of storage and appropriate taper.
- Sports Parkway and Access A (same for Access B)
  - Construct Access A with one ingress and one egress lane (shared left-right lane).
  - Provide a minimum of 100 feet of internal protected stem.