

JUSTIFICATION STATEMENT FOR ZONING ATLAS AMENDMENT 1 609 EAST FRANKLIN MIXED USE BUILDING

FEBRUARY 23, 2015

INTRODUCTION/BACKGROUND

THIS STATEMENT IS THE JUSTIFICATION TO SUPPORT THE REQUEST TO REZONE THIS APPROXIMATELY 1.7 ACRE PROPOSAL FROM NC-C/R-1 TO MU-V ARTERIAL/R-1. THIS PROJECT IS CURRENTLY A SINGLE HOME RENTAL. A SUP ALLOWING FOR SUBURBAN-STYLE OFFICES IS CURRENTLY IN EFFECT. THIS ZONING REQUEST IS CHANGE THE NC-C PORTION OF THE PROPERTY TO MU-V ARTERIAL, THE R-1 WILL REMAIN IN PLACE AS A BUFFER TO THE NEIGHBORHOOD TO THE REAR OF THIS PROPOSAL.

JUSTIFICATION FOR REZONING REQUEST

THIS AREA IS TRANSITIONING FROM THE SUBURBAN STYLE OF THE PAST AND MOVING TOWARDS A MORE URBAN BASED LANGUAGE. WHILE THIS PROPERTY IS CURRENTLY SHOWN IN THE FUTURE LAND USE PLAN AS COMMERCIAL, THE TOWN IS TAKING A MORE PROACTIVE FORM BASED REVIEW OF THE REDEVELOPMENT OF THIS PART OF FRANKLIN STREET. THE EPHEBUS-FORDHAM SMALL AREA PLAN SETS GOALS TO MOVE THE MORE "WALKABLE MIXED-USE" DESIGN. WHILE THIS PROPERTY IS ACROSS THE STREET FROM THE PROPOSED NEW DISTRICT (AREA 1), THE APPLICANT IS TRYING TO VISUALLY UNIFY THE STREETScape OF THIS ARTERIAL. THESE DOCUMENTS ARTICULATE SOME SPECIFIC GOALS.

"A RANGE OF HOUSING OPTIONS FOR CURRENT AND FUTURE RESIDENTS"

THERE ARE CURRENTLY NO TIER B LEVEL HOTEL ROOMS IN TOWN LIMITS. THERE ARE ALSO NO EXECUTIVE RENTAL UNITS FOR USE BY PROFESSIONALS STAYING FOR EXTENDED VISITS/WORK FOR THE BUSINESSES AND THE UNIVERSITY. OUR PROPOSAL ALSO HAS WAYS TO ADDRESS THE TOWN'S DESIRE FOR AFFORDABLE HOUSING WITH IN THE TOWN. SINCE THIS PROPOSAL IS A MIXED-USE WITH A RESIDENTIAL COMPONENT AT TWO OF THE TWENTY EIGHT PROPOSED UNITS WILL BE SET ASIDE FOR HOTEL STAFF AND A CONTRIBUTION WILL BE MADE TO THE HOUSING FUND. THE HOTEL COMPONENT OF THE PROPOSAL WILL NOT BE A BOUTIQUE STYLE DEVELOPMENT, RATHER A CORPORATE, MORE AFFORDABLE LEVEL SERVICE.

"BALANCE AND SUSTAIN FINANCES BY INCREASING REVENUES AND DECREASING EXPENSES"

THIS PROPOSAL DOES NOT ADDRESS DECREASING EXPENSES; HOWEVER, SINCE WATER AND SEWER ARE ALREADY AVAILABLE TO THE SITE, THE INCREASE IN REVENUES THROUGH AN INCREASED TAX BASE OPPORTUNITY IS A VAST IMPROVEMENT. CURRENTLY THERE IS ONLY A SINGLE RENTED HOUSE ON THE PROPERTY.

"A WELL-CONCEIVED AND PLANNED CAREFULLY THOUGHT OUT INTEGRATED AND BALANCED TRANSPORTATION SYSTEM THAT RECOGNIZES THE IMPORTANCE OF AUTOMOBILES, BUT ENCOURAGES AND FACILITATES THE GROWTH AND THE USE OF OTHER MEANS OF TRANSPORTATION SUCH AS BICYCLES, PEDESTRIAN, AND OTHER PUBLIC TRANSPORTATION OPTIONS"

"A CONNECTED COMMUNITY THAT LINKS NEIGHBORHOODS, BUSINESSES, AND SCHOOLS THROUGH THE PROVISION OF GREENWAYS, SIDEWALKS, BIKE FACILITIES AND PUBLIC TRANSPORTATION"

BASED ON THE APPROVED TIA, THE PROPOSAL HAS NO NEGATIVE LEVEL OF SERVICE EFFECTS ON THE SURROUNDING INTERSECTIONS. THE DRIVES WILL BE ONE WAY IN AND ONE WAY OUT. A FEE WILL BE PAID TO UPGRADE THE EXISTING NEARBY BUS STOP. A SET OF PUBLIC BIKE RACKS WILL BE PART OF THE ENTRANCE OF THE BUILDING AND THERE WILL BE BIKE STORAGE INCLUDED IN ALL RESIDENTIAL UNITS. THE TOWN STAFF ASKED TO HAVE A CONNECTION TO THE PROJECT WITH PRITCHARD PARK THROUGH A SMALL PATH ALONG VELMA. WE HAVE ADDED STAIRS TO THE REAR OF THE PROJECT THAT WILL GIVE ACCESS TO THE EXISTING PATH ALONG VELMA.

IN SUMMARY, THIS PROPOSAL WILL BRING NEEDED HOUSING AND BUSINESS OPPORTUNITIES THAT DO NOT CURRENTLY EXIST WITHIN THE TOWN. THIS A MIXED-USE PROPOSAL IN AN TRANSITIONING URBAN REDEVELOPMENT AREA SERVED BY AN EXISTING ARTERIAL WHILE SUPPORTING PUBLIC TRANSPORTATION AND AFFORDABLE HOUSING.