



October 15, 2016

TO: Charlotte City Council and Zoning Committee Members
RE: ZOM Apartment Building: Petition 2016-113

The BDHOA Board of Directors supports the proposed rezoning of a 2.67-acre site on Barclay Downs Dr. between Bullfinch and Carnegie that would permit the construction of a 244-unit mixed-use building with 15,000 square feet of retail space. We urge you to vote in favor of this rezoning request.

Barclay Downs is a residential neighborhood of approximately 450 homes just north of the Mall and within walking distance of the proposed rezoning site. For the past four months, our rezoning committee, along with representatives from Deering Oaks, Picardy and other neighborhoods within the greater South Park area worked intensely with the Petitioner to evaluate the potential impact of this project on our neighborhood and to discuss ways to reduce residents' concerns. In addition to important questions about density, height, pedestrian safety and traffic, we also evaluated this project in terms of its ability to meet objectives outlined in the South Park ULI report. Before taking a position, the Committee met repeatedly with Simon Properties to discuss their concerns, talked with multi-family developers about the need for additional housing and researched the types of architectural materials that would be used. We also met with City staff to discuss parking, design and traffic issues. We even went so far as to measure sidewalk boundaries to get a clearer understanding of the proposed "public realm".

Based on our findings and concerns and input from residents attending the Community Meeting, the Petitioner made a series of changes to the original site plan that included a reduction in the number of units, additional improvements to the Carnegie plaza areas, agreement regarding maximum heights, and a commitment to fund sidewalk improvements along Barclay Downs Dr. that we believe will add to residents' overall quality of life while strengthening home values. Here are four reasons why we recommend a vote in favor of this rezoning petition:

- **Quality of design** – This project is a well-designed project that will set a new standard for future multi-family development in the area. (The petitioner further strengthened their design by agreeing to reduce the amount of EIFS material and increasing the percentage of quality materials used on the Barclay Downs facade).
- **Inclusion of street-level retail**– Proposed storefronts and outdoor dining will be used by both residents and SP employees. Activating this section of Barclay

Downs Dr. also help to change the image of this corridor from that of a “rear entrance” to offices and the mall into a new vibrant “gateway”.

- **Public plazas-** The proposed improvements at the Carnegie intersection will transform underutilized public spaces into several attractive interactive areas for residents and workers to enjoy. This type of improvement was an important recommendation in the ULI report. (The petitioner further strengthened this commitment by adding increasing the amount of on-site “public “realm” space and agreeing to maintain space as public rather than private.)
- **Pedestrian safety and connectivity.** The developer’s commitment to fund an enhanced crosswalk at Carnegie and proposed sidewalk improvements on Barclay Downs Dr will improve pedestrian safety and enhance pedestrian activity along an important traffic corridor that connects three schools with over 5,000 students and staff on the north to major commercial activity on the south. (The petitioner has strengthened this commitment by increasing funding for sidewalk improvements.

The final plan before you is the culmination of countless hours of work on the part of our HOA Rezoning Committee and other neighborhood groups. We believe that changes made by the developer have resulted in a project that will establish a more appropriate and sustainable design standard from which future projects within the SouthPark area can be judged. We urge you to vote to approve this rezoning petition.

Yours,

Bernie Gesing
2016 Barclay Downs HOA President