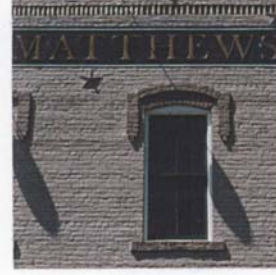


DOWNTOWN MATTHEWS MASTER PLAN AND DESIGN GUIDELINES



ORIGINALLY PREPARED BY **LandDesign, Inc.** FOR THE TOWN OF MATTHEWS AND THE ECONOMIC DEVELOPMENT COMMITTEE, MATTHEWS CHAMBER OF COMMERCE, JUNE 1995

REVISED AND RECOMMENDED BY MATTHEWS PLANNING BOARD, NOVEMBER 1996

ADOPTED BY MATTHEWS BOARD OF COMMISSIONERS, APRIL 14, 1997

Streetscape Improvements Plans also adopted on April 14, 1997.

DOWNTOWN MATTHEWS MASTER PLAN SUMMARY AND DESIGN GUIDELINES

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Downtown Matthews Master Plan Summary

Plan Principles

The plan for downtown is based on seven principles which collectively reinforce the livability of Town Center. The concept of livability in this context is broad: not only are there components of design and character which underlie the desirability of the place, there are also economic and infrastructure components which are fundamentally important to the success of downtown. The seven principles are:

1. Create and maintain a pedestrian-friendly environment.
2. Connect and extend the town street grid.
3. Infuse downtown with new housing.
4. Strategically locate new businesses including grocery store and other landmarks.
5. Locate new open spaces and parks downtown and connect them with greenways and existing parks.
6. Plan for rail transportation facilities to be a hub of downtown.
7. Intensify growth and mixed-use development downtown.

Plan Recommendations

Implementing these recommendations and initiatives for both the town and the private sector will take the form of a physical plan and an implementation strategy. The plan recommendations and their underlying thinking is aimed at focusing a substantial part of new growth to occur in and near the downtown area, influencing the location of certain key businesses and civic buildings, and assuring a consistent application of the accompanying design guidelines.

Recommendation 1:

Permit new building plans only if they are based on a solid concept for pedestrian scale and movement. Implement the streetscape designs contained in this plan as a part of town infrastructure and place greatest importance on those areas which are nearest to town center.

The measure of livability depends on the presence of a number of conditions, but none so important as an environment which is designed for the pedestrian. A fundamental difference between the charm of good small towns versus those that have lost their charm is that this quality has been eroded by widened streets and streets built without sidewalks, and by new growth designed mainly for automobile traffic.

The underlying framework for this recommendation is that the center of town and all key facilities should be within a ten-minute walk for individuals residing or working downtown, and a five-minute walk for a majority of people. Inscribing a ¼ mile radius (5 min. walk) and ½ mile radius (ten min. walk) from the center of town as shown on the accompanying plan (Figure 1) illustrates this framework. Although the absolute geography of town will affect the absolute walking conditions (such as the presence of certain streets or the railroad which may present more significant barriers to pedestrian traffic) the essential concept is very important and provides a framework for key decisions about future growth and development in downtown:

- a. Future growth for both residential and non-residential development should be concentrated inside the ½ mile radius, ie: within Precincts 1 and 2 identified by the proposed Downtown Matthews Land Use Plan (see Rec. 7). More about this aspect and details are provided later in these recommendations.
- b. The implementation of streetscape designs should be given greatest priority within the ½ mile ring and especially the ¼ mile ring.
- c. Pedestrian crossing lights, mid-block crosswalks and similar improvements aimed at easier pedestrian movement which may also discourage vehicles on through trips should be considered where appropriate.

Recommendation 2:

Open new areas of downtown for development and relieve traffic congestion at the center of town by extending and connecting the town street network.

At present, certain areas, particularly the area north of downtown flanking both sides of Sam Newell Road, the area south of the elementary school and east of South Trade Street and, to a lesser degree, the areas on the east side of downtown are vacant or underdeveloped. Roads and utilities are generally not present to permit new development in these areas and traffic currently has no good alternative to traveling through the center of town. Much of this traffic is through traffic, not destined for downtown business, and therefore merely increases congestion, making downtown shopping less attractive.

The new street plan concept shows good potential for extending the town's existing street grid to satisfy both objectives: relieve congestion at the center of town by providing new roads to effectively distribute traffic; and by extending the new streets, creating new development opportunities. Interconnectedness of new and existing traffic routes needs to be strongly emphasized as new pavement is added in the downtown area.

Important factors when considering this initiative are reflected in the linkage plan:

- a. The street network should be designed to create a block size similar in scale to those of the existing downtown. This will establish a scale for new development that is compatible with the present scale of downtown.
- b. Streets should provide connectivity, ie: be continuous and preferably extend directly from where existing streets terminate and connect to other street termini.
- c. A number of road connections are recommended (see Figure 2) which would collectively provide a useful and effective grid of streets. Extensions of streets are needed on both sides of Sam Newell Road in order to permit desired development of these areas, in particular to connect Presbyterian Hospital to downtown. These new roads should be part of a greater town street grid which ultimately may form a loop connection beginning as an extension of Main Street at South Trade and running east to a point south of the elementary school, turning northeast of the post office, crossing the railroad tracks, John Street and Matthews Street, turning west crossing Sam Newell Road and finally connecting to Matthews Township Parkway. Completion of an alternative loop system is important as it will be the spine connecting new and existing roads. Furthermore, it is important to note that it is roughly located to coincide with the ½ mile - 10 minute ring and will support new building

inside this area. A number of additional new side road/connections are also recommended.

The Charlotte Outerbelt (I-485) interchange at Monroe Road (John Street) is scheduled to open in late summer 1997. The effect of this project is very significant, as it will provide a major infusion of new traffic to downtown. A number of issues raised in this regard relate to the downtown. Primarily, it greatly reinforces the need for additional circumferential road facilities to help distribute traffic before it reaches the center of town. As shown on the exhibit **Overall Matthews Transportation Network**, Independence Point Parkway will provide additional circumferential-type movement to help move traffic off of John Street; however it will only augment the effectiveness of the proposed loop road system.

- d. The crossing of the existing CSX Rail line proposed as part of this main loop is carefully located to be a feasible on-grade (surface) crossing. Few, if any, feasible optional locations are available in this regard. The rail line crossing is essential for complete success of this concept, and timely discussion with rail company representatives will be critical.
- e. While the town budget may not permit immediate funding of all new road initiatives identified above, priority should be placed on reserving right-of-way for future construction.

Recommendation 3:

To maintain and enhance the viability of the downtown, it is essential that many new housing opportunities are created.

In the greater Charlotte Mecklenburg and eight county region, Matthews compares extremely well to other areas for attracting quality residential development. However, of the approximately 6,500 dwellings in Town of Matthews only about 300 are located inside the greater ½ mile ring encircling the downtown (Figure 3). On a very different scale, the same dynamic exists as in larger urban centers -- as the center develops in non-residential uses, new residential opportunities are sought further away from the town center, eroding the close-in residential base. Further exacerbating the problem is that many Matthews residents commute elsewhere to places of employment, and during a regular day or week may have little if any contact with downtown.

Vibrant, quality businesses and institutions cannot be supported in a downtown location without a significant residential population. Without this population, potential business is less likely to choose a downtown location and existing business will be further challenged to be successful.

The plan to infuse downtown with new housing is based on the goal to approximately quadruple the residential population inside the ½ mile ring, ie: 1200 residences (2600 residents). (Figure 4) By doing so, the environment to successfully meet other goals for downtown will be greatly enhanced. The aspects to this plan are as follows:

- a. In accordance with the recommended architectural design guidelines, encourage a variety and blend of housing types including both for-sale and rental, attached and detached. Single-family detached housing types should include provision for alternatives to conventional lots including "cluster" type detached and semi-detached such as zero lot line and patio homes. Attached single-family may include townhouse or brownstone-style housing, and duplexes. Multi-family housing should avoid the suburban apartment project solution and instead advocate more traditional apartment buildings which are smaller and designed to blend into larger neighborhoods. Elderly housing should also be provided for.

It is intended that a variety of age and income levels be encouraged in the downtown housing market.

- b. Encourage a blend of these housing types so as to avoid the “project” look, to create a neighborhood feel and to insure compatibility with adjoining neighborhoods.
- c. Provide a mix of residential types that generally correspond with the following:

Unit Type	Percent of Total Downtown Housing Stock
Conventional Single Family Detached	38%
Patio Homes/Zero Lot Line	20%
Duplex	2%
Attached Townhouse/Brownstone	15%
Quadraplex	5%
Eight-plex	5%
Elderly	15%

- d. At least 50% of new residential construction should occur within the ¼ mile ring.
- e. Residential units above ground floor non-residential uses are encouraged.
- f. Garage apartments as rental units should be permitted in addition to primary residences on single-family lots.

Recommendation 4:

Create strategic combinations of location and anchor tenants to provide an environment in downtown for directed and active growth.

Involved parties need to actively influence these dynamic combinations of ideal site with ideal business and avoid “giving up” the best sites to secondary uses. Such a location, for example, would be the northwest corner of Trade and Matthews Streets. While a number of businesses would be potentially successful at that location, it is such a good business property that effort should be made to reserve it for a use whose benefits will spill over and attract other businesses.

New businesses will be highly valued additions to the downtown environment, important economically and for their contribution to the animation and life of the town. The businesses which choose to locate downtown will be relatively few insofar as the business environment there is more specialized. Great care should be taken, therefore, to make business locations available which are highly desirable and reinforce the project objectives to the greatest extent possible.

Of key importance is the establishment of a new grocery store within the central core area. This

store is envisioned as a small to mid-size (up to 25,000 SF), specialty or gourmet-oriented store which would complement the presence of a larger supermarket located outside the pedestrian core. A large supermarket has now opened at Independence Boulevard and Matthews Township Parkway. The smaller specialty grocery should be located within Precinct 1 (identified in the Downtown Land Use Plan) and should function as an anchor to the town center around which other new infill businesses would congregate. Although a variety of sites within this area may ultimately be successful, three locations appear superior in terms of access, the ability to locate other new businesses nearby, and for the way they support the downtown concept. These are: 1) the northwest corner of North Trade Street and Matthews Street (Figure 8), 2) the Depot block, as part of a future transit concept (Figure 7) and 3) the southeast corner of John Street and South Trade Street (Figure 7). All sites would lend themselves as anchors for the respective blocks. In any of these locations, it is recommended the grocery not be a free-standing building but be part of a larger mixed-use development. Other infill businesses should be located in Precinct 2 to reinforce the frontage of those portions of Trade Street and John Street for both pedestrian and vehicular traffic.

Buildings which deserve landmark status should continue to be encouraged and supported in downtown, especially Precinct 1. Buildings such as the Mercantile Building and Renfrow Hardware are existing business properties which in their own way qualify as landmarks, because of their historic and architectural value, and have been recently declared part of an historic district on the National Register of Historic Places. Other new buildings, especially the important businesses, such as a grocery store, should similarly contribute to the town's architectural character.

Recommendation 5:

New open space and parks should be strategically located focal points for new infill in downtown, especially designed to enhance the civic presence and provide outdoor space for shoppers and office workers.

These parks should be linked by sidewalks within town and further connected to new/proposed greenways. (See Figure 5) In particular, there is not currently a space that is designated a "town green" or "town square". The traditional town model provides this space prominently located near the geographic center of town, usually surrounded or framed by businesses or civic facilities. In numerous Carolina towns such space is frequently occupied by municipal buildings such as a Courthouse or Town Hall. Stumptown Park has taken on the role of a "village green" and serves the community well in that capacity, although it is not situated between anchor buildings.

The plan proposes the creation of a smaller additional town plaza or green to serve as an identification mark of the town center. Various town events and assemblies will be able to take place here. It will also serve as a point of connection between civic and commercial uses. The town plaza is proposed for roughly the location of the present town hall/police station fronting Trade Street, and envisions these facilities to be relocated in conjunction with the new green space.

The town green will be part of a general redevelopment plan for the entire depot block and envisions new commercial development flanking the green, with a new town hall prominently located at the end of the green opposite Trade Street.

Other open space initiatives are as follows:

- a. Establish a new park connecting the existing athletic fields behind the elementary school

and community center. This park area would include about eight acres and be designed for family recreation and as an extension of school playground and athletic facilities. Coordination of school board action for use of the property, and town and private resources, will need to be ensured for sustained community access to this property.

- b. A new greenway connection is planned to connect the new park proposed in (a) above with Squirrel Lake Park to the south. New residential development which is presently being developed in this area has anticipated the eventual dedication and construction of a portion of this greenway. In addition, this entire network will eventually connect to the Four Mile Creek Greenway which is part of the Mecklenburg County Greenway Master Plan and is ultimately planned to be linked with the greater county network of greenways.
- c. Another greenway is proposed which would be built in conjunction with the implementation of a passenger rail system. Provision for both hiking and bicycle paths should be included in these plans along the railroad right-of-way which will provide alternative transportation to Charlotte and points east.
- d. Thirty foot-wide buffer zones are presently provided in conjunction with new development along Matthews Township Parkway. Natural areas of varying widths exist along the length of Fullwood Lane between Highway 51 and Trade Street. In both cases, regulated buffers should be maintained as open spaces with minimum depths of 100 feet.

Recommendation 6:

Long-range planning for the downtown should make provisions for the location of a multi-modal transit station.

Rail transit is a positive likely addition to the town and will afford a significant stimulus for downtown development, both commercial and residential. The potential exists to establish a significant mixed-use development in conjunction with the station, further reinforcing the downtown as a principal node. In this regard it is critical that downtown Matthews not be passed over when station locations are fixed. In addition, the station should be planned to be a hub for multiple transportation modes including busses, trolley and heavy rail as well as light-rail.

Although the long-range potential is for light-rail, current and shorter-term future needs can be met through the development of an alternative transportation hub now, that will serve in the future for the additional option of light rail. A station location now could provide a convenient park-n-ride lot for ride-sharing commuters, a safe and central place to park bicycles while walking or working in the downtown, a commuter bus stop, or a vanpool staging point. If the existing freight rail line was expanded or converted to allow passenger rail, this station could then easily accommodate that additional transit mode as well.

Two locations for stations are identified on the Light Rail Station Plan. (Figure 6) The preferred location is east of Trade Street in conjunction with the ultimate redevelopment of the Depot block. The concept plan prepared for this area indicates the potential of an extremely varied, true mixed-use area extending from Trade Street to the new railroad crossing. This area would include a combination of civic uses (new town hall and library), retail, commercial and office uses as well as a variety of residential uses. It is intended that this area become intensely developed (within the parameters of scale and density established for downtown). The new station, to be located diagonally across from the town hall, could itself be a significant building containing retail services,

restaurants, and offices.

The alternative location is immediately west of Trade Street where the town parking lot is currently located. Either location should take advantage of new infill business opportunities by incorporating uses into the station structure and adjoining areas.

With respect to the location of a multi-modal transit station downtown several factors are very important:

- a. The station should be located within the ¼ mile radius (5 minute walk), preferably in Precinct 1 of the Land Use Plan.
- b. The station must be offset a sufficient distance from crossing streets to permit loading and unloading without blocking these streets.
- c. Parking for at least 50 cars should be specifically provided for station users (not including parking required for other business uses in the area).

The Charlotte Transitional Analysis, prepared in 1994, which provides the preliminary study and recommendation for rail transit corridors in Mecklenburg County, identifies three future stations related to the Town of Matthews: Hwy. 51 Bypass (Matthews Township Parkway), Downtown Matthews, and at the Outerbelt. To successfully accommodate a rail station downtown without placing overwhelming pressure for more urban development, all three stations are appropriate and necessary.

Recommendation 7:

Growth policies for the town as a whole should clearly encourage an intensification of use downtown.

In order for downtown Matthews to maintain and strengthen its vitality, it is critical for new growth -- both non-residential and residential - to occur in the downtown area. As indicated previously, an infusion of residential should be provided. Similarly, non-residential of all types but especially employment-intensive uses should be encouraged.

New building in the downtown should generally be done in a more urban way, ie: greater density/intensity of development and continued emphasis on mixed-use. A balance is sought that, on one hand, seeks to intensify the downtown in order to increase the customer base and further animate the sidewalks in particular. On the other hand, the essence of this plan is to insure the livability of downtown Matthews -- to keep the small town atmosphere of the place. This balance is potentially fragile and requires a vigilant effort to deliberately implement and monitor the following provisions:

- a. In the Land Use Plan, establish zones or precincts that provide for the desired effect of increasing intensification of use and development closer to the center of town. (Figure 10) Join this approach of a "density gradient" to provisions for land use and urban design character, i.e.: clearly establish the relationship between desired architectural/urban character with appropriate land use, density, and building size and scale.
- b. Implement the Design Guidelines prepared as part of this study as policy and consistently

enforce the intent of the guidelines.

- c. Actively support historic preservation in the downtown by recognizing the importance of historically significant structures/places and important local traditions and landmarks. Make restoration and use of historic structures an integrated component of redevelopment.

The Land Use Plan describes the downtown in terms of three precincts which intensify in terms of urban character and mixed-use development toward the center of town. In this context, the term “precinct” is used to define a geographic area based on specific neighborhood characteristics. Generally, the three precincts are described as follows:

Precinct 1

Existing and expanded downtown historic business area
Primarily retail, office, and civic uses
Most intensive development
Urban streetscape character

Precinct 2

Mix of residential, office, retail, and light industrial uses
Denser development
Primary streets have more formal streetscape characteristics

Precinct 3

Primarily single-family residential with some institutional uses
Low density
Informal streetscape

The following section “Downtown Matthews Land Classification” specifies the detailed provisions of this approach. Application of these provisions may be as formal rules incorporated into the zoning ordinance as a further downtown overlay, or informally as reference material available for review along with other pertinent documents.

DOWNTOWN MATTHEWS LAND CLASSIFICATION

The downtown and immediately outlying areas have been classified in terms of precincts for land use and development intensity. The precincts provide a context for understanding the relationship between type of land use, density or building coverage, and urban design character. The applicable map exhibit is the Matthews 2000 Downtown Land Use Plan (Figure 10)

PRECINCT 1

The main downtown, historic business district is included in Precinct 1, marginally increasing the area included in the Downtown Special Area Overlay District. This area is intended to be the most intensively developed and consists of predominately non-residential uses. Precinct 1 is the core of downtown and should contain the primary business and civic uses.

Design Character

This is the most urban area of Matthews and will reflect the urban character of a small downtown: attached building walls, reduced setbacks, broad sidewalk meeting the building face, on-street parallel parking, standard curb and a more regular pattern of street trees.

Land Use

In general, the following uses are intended or may be permitted in Precinct 1. Refer to the permitted uses in the Mixed-Use Zoning Classification for a complete list:

- a. All uses permitted in Precincts 2 and 3
- b. Retail/Business uses permitted in UBD District and Mixed Use Zoning Classification, and including food/grocery store.
- c. Office/employment uses
- d. Mixed use (combining residential and/or non-residential in a single building or multiple building complex.)

Building Intensity

Attached Residential:

Density:	18 dwelling units per acre
Building Height:	35 feet maximum to match general zoning district limits
Building Size:	Single family attached: 25,000 sf max. per structure Multi-family attached: 15,000 sf max. per structure
Yard Requirements:	Per Downtown Area Design Guidelines, including build-to line.
Off-Street Parking Required:	Single Family Attached: 2 spaces/unit Multi-family Attached: Same as required for multi-family districts, based on size of individual units

Precinct 1 - Non-Residential

Non-Residential:

Retail/Business:

Building Height: 35 feet maximum to match general zoning district limits

Building Size:

1 story (if over 50% 1 story): 25,000 sf

2 story (if over 50% 2 story): 28,000 sf

3 story (if over 50% 3 story): 32,000 sf

Yard Requirements:

Per Downtown Area Design Guidelines.

Off-Street Parking Required:

Retail, Banks, and Restaurants: 2.5 spaces per 1,000 SF

Office:

Building Height: 35 feet maximum to match general zoning district limits

Building Size:

1 story (if over 50% 1 story): 25,000 sf

2 story (if over 50% 2 story): 28,000 sf

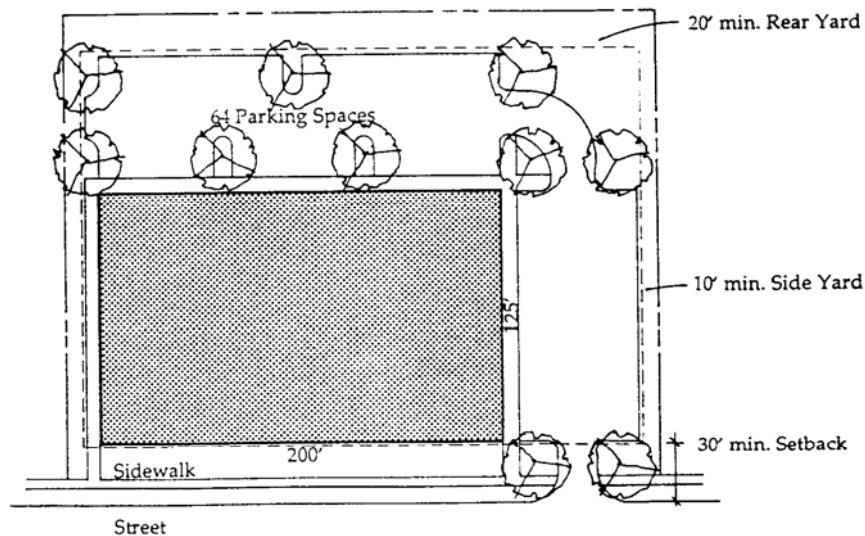
3 story (if over 50% 3 story): 32,000 sf

Yard Requirements:

Per Downtown Area Design Guidelines, including build-to line.

Off-Street Parking Required: 1 space per 400 sf

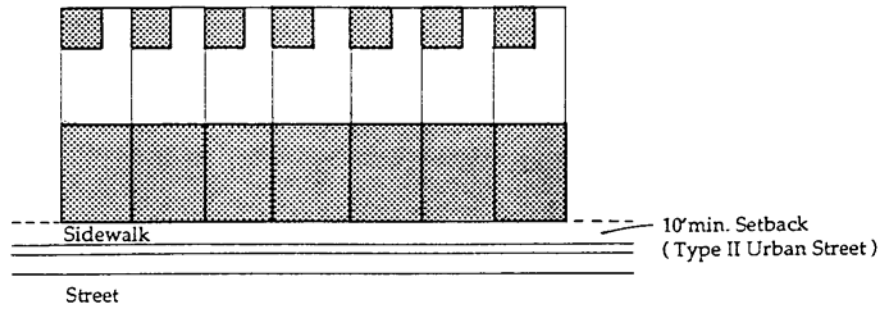
Note: A minimum of 50% of the ground floor must be a retail/business use, consistent with the Downtown Special Area Overlay District.



Non-Residential / Office

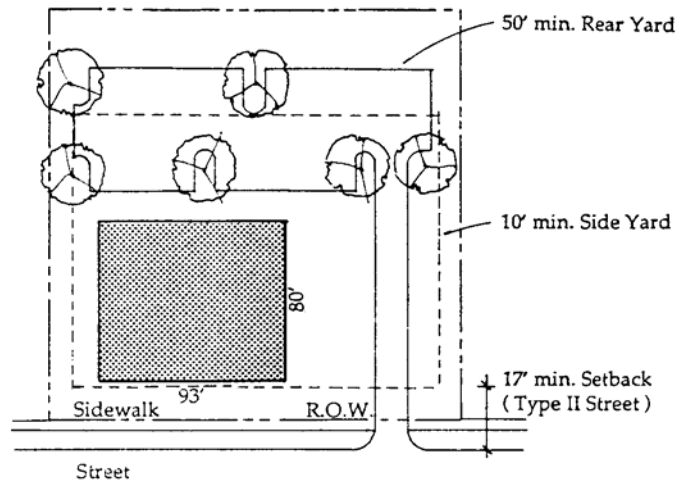
25,000 SF
1 Story

Precinct 1 and 2 - Residential



Single Family Attached

7 - 3,500 SF Units @ 2 Story
25,000 SF Total



Multi-Family Attached

15,000 SF
2 Story

PRECINCT 2

Precinct 2 includes an area surrounding the historic business district and is composed of both residential and non-residential uses. Landmarks in Precinct 2 include Matthews Elementary School, the Community Center, the Masonic Lodge, Stumptown Park and several churches.

Design Character

The Precinct 2 area has an “in-town” feel which is provided by a blend of residential and non-residential uses and urban design characteristics such as streets with standard curbs, typical sidewalks, and shallower building setbacks. It is further intended that streetscape become more deliberate by incorporating a regular pattern of street trees and street lamps on primary streets.

Land Use

In general, the following uses are intended or may be permitted in Precinct 2. Refer to the underlying zoning district for a complete list of permitted or conditionally permitted uses:

- a. All uses permitted in Precinct 3
- b. Attached residential, semi-detached and cluster-type residential
- c. Office, employment, and light industrial uses
- d. Neighborhood retail/business

Building Intensity

Attached Residential:

Density: Not to exceed 18 dwelling units per acre
Building Height: 24 feet maximum to match general zoning districts
Building Size:

Single family attached: 25,000 sf per structure
Multi-family attached: 15,000 sf per structure

Yard Requirements: Per Downtown Design Guidelines

Off-Street Parking Required:

Single Family Attached: 2 spaces/unit
Multi-family Attached: same as required in multi-family zoning districts, based on size of units

Non-Residential:

Retail/Business:

Building Height: 35 feet maximum to match general zoning district limits

Building Size:
1 story (if over 50% 1 story): 15,000 sf maximum
2 story (if over 50% 2 story): 22,000 sf maximum
3 story (if over 50% 3 story): 28,000 sf maximum

Yard Requirements: Per Downtown Design Guidelines

Off-Street Parking Required:
Retail, Banks, and Restaurants: 1 space per 300 sf

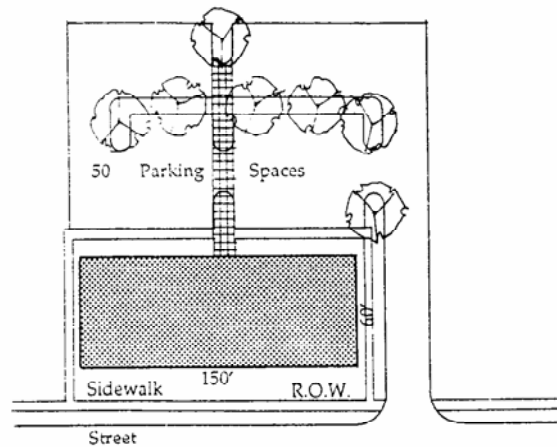
Office/Industrial:

Building Height: 35 feet maximum to match general zoning district limits

Building Size:
1 story (if over 50% 1 story): 10,000 sf maximum
2 story (if over 50% 2 story): 18,000 sf maximum
3 story (if over 50% 3 story): 25,000 sf maximum

Yard Requirements: Per underlying zoning district

Off-Street Parking Required:
Office: 1 space per 400 SF
Industrial: 1 space per 3 employees on shift of greatest employment



Non-Residential / Office

9,000 SF Footprint
18,000 SF Total
2 Story

Building sizes for both the Retail/Business and Office/Industrial may be increased as follows in accordance with the following revised standards listed below:

1 story (if over 50% 1 story): 31,000 sq ft
2 story (if over 50% 2 story): 41,000 sq ft
3 story (if over 50% 3 story): 51,000 sq ft

*To qualify for the increased building size, the following standards are required:

1. If the proposed building is intended for a single use tenant, it must be designed to accommodate multiple tenants for potential re-use as a multi-tenant building.

2. The maximum square footage of any individual commercial/retail tenant within a building is restricted to a maximum of 25% of the overall building size.
3. The provision of a pedestrian oriented plaza or open space as a component of the development project, and such space should contain furniture and/or other pedestrian amenities. Such space shall be a minimum of 7500 square feet in size.
4. The proposed building must be designed to avoid a monotonous straight line building face. To achieve this, a break (change of plane or angled fold) in the building line must occur at a minimum of every forty feet.
5. A variation in the roof or parapet design to avoid the same, uninterrupted continuous roof or parapet line by use of such things as a variety of roof pitches, building materials, gables, variations in height, and/or other similar techniques and architectural details.
6. The proposed building must be designed with doors facing the street. Such doors shall be provided at a minimum spacing of one door per eighty feet of linear building length.
7. All doors facing the street shall be connected by a sidewalk to any existing or required public sidewalk in the street right-of-way.

**Approved as part of Zoning Petition #484
12-12-2005
Matthews Board of Commissioners*

Transitional Corridor

A sub-area of Precinct 2 is the corridor along West John Street (west of Trade Street) which is undergoing some transition in land use, typically from residential to non-residential. This sub-area is identified as 2-C Precinct 2 Corridor. Particular attention is drawn to this area to emphasize the importance of judicious implementation of Downtown Design Guidelines and streetscape plans. It is expected that further efforts to modify land use will occur through the corridor. Such changes may be supported with the caveat that the referenced guidelines and streetscape plans be implemented as a requirement of the permitted change.

PRECINCT 3

Precinct 3 is the area immediately outlying the Matthews downtown area. It encompasses several neighborhoods which are predominately single-family residential; however significant institutions including Presbyterian Hospital and several churches are located among them, along with considerable vacant property and other smaller non-residential properties.

Design Character

It is intended that this area maintain a very low-density, spacious, semi-rural quality. Physical character will be typified by generous setbacks, winding or curvilinear streets, large open spaces between houses, and informal streetscape (usually no curb and gutter or formal tree planting).

Land Use

In general, the following uses are intended and may be permitted in Precinct 3. Refer to the permitted uses in the underlying zoning districts for a complete list:

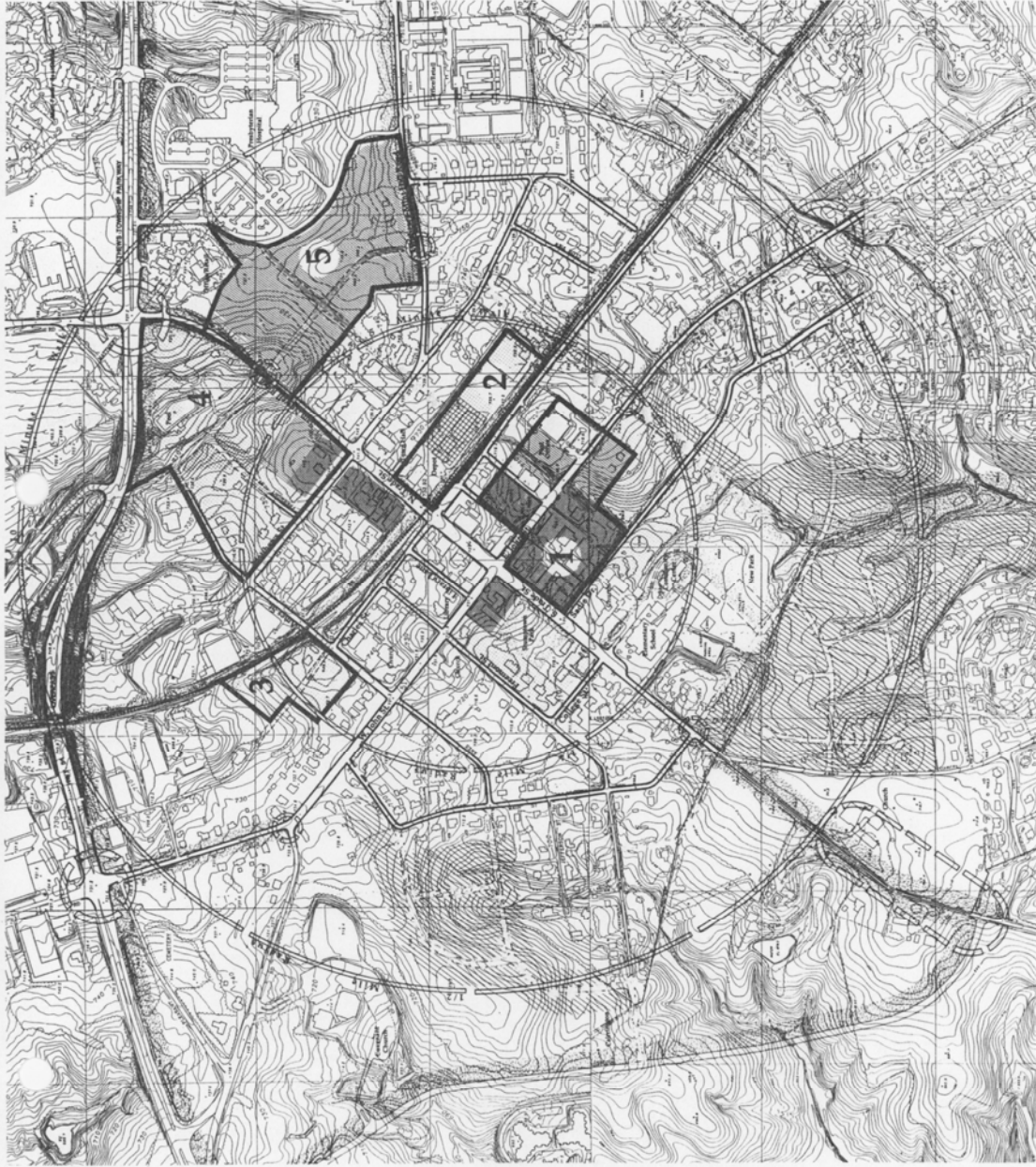
- a. Single-family residential detached dwellings
- b. Institutions (such as schools, churches, nursing homes, retirement centers) under prescribed conditions
- c. Open/agricultural land
- d. Parks

Building Intensity











- a. Residential density not to exceed 3 dwelling units per acre.
- b. Non-residential building intensity should meet the following requirements:
 1. Impervious surface not to exceed 30%.
 2. Floor area ratio not to exceed .30.


Yard Requirements

Per underlying zoning district.



Potential Linkages & Infill

-  Development Proposal Areas
-  Town Gateway
-  Downtown Entrance
-  Non-Residential Mixed Use
-  Retail / Business
-  Office / Employment
-  Attached Residential
-  Detached Residential
-  Parks
-  Greenway / Buffer



 SCALE: 1" = 100'

LADD DESIGN

 LANDSCAPE ARCHITECTS

 1000 W. HARRIS STREET, SUITE 100

 MATTHEWS, NORTH CAROLINA 28105

TOWN OF MATTHEWS, NORTH CAROLINA

MATTHEWS 2000

FIGURE 1

Matthews 2000

Conceptual Intersections



Planning and Zoning Department

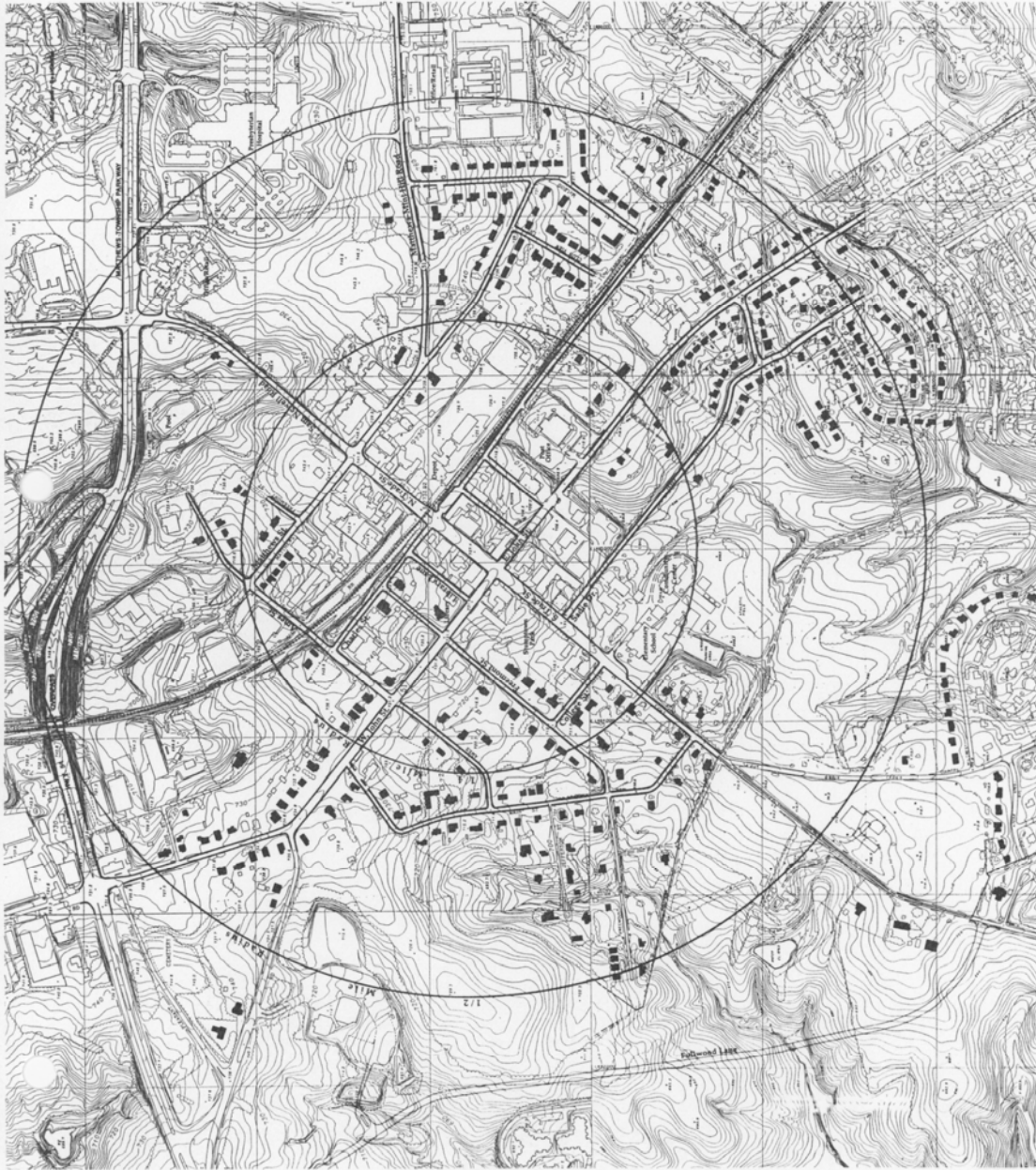
Legend

- Conceptual Intersections
- Buildings
- Existing Roads
- Dirt Roads
- Rail
- Parking/Driveways



1:10247

FIGURE 2



Residential -
Existing



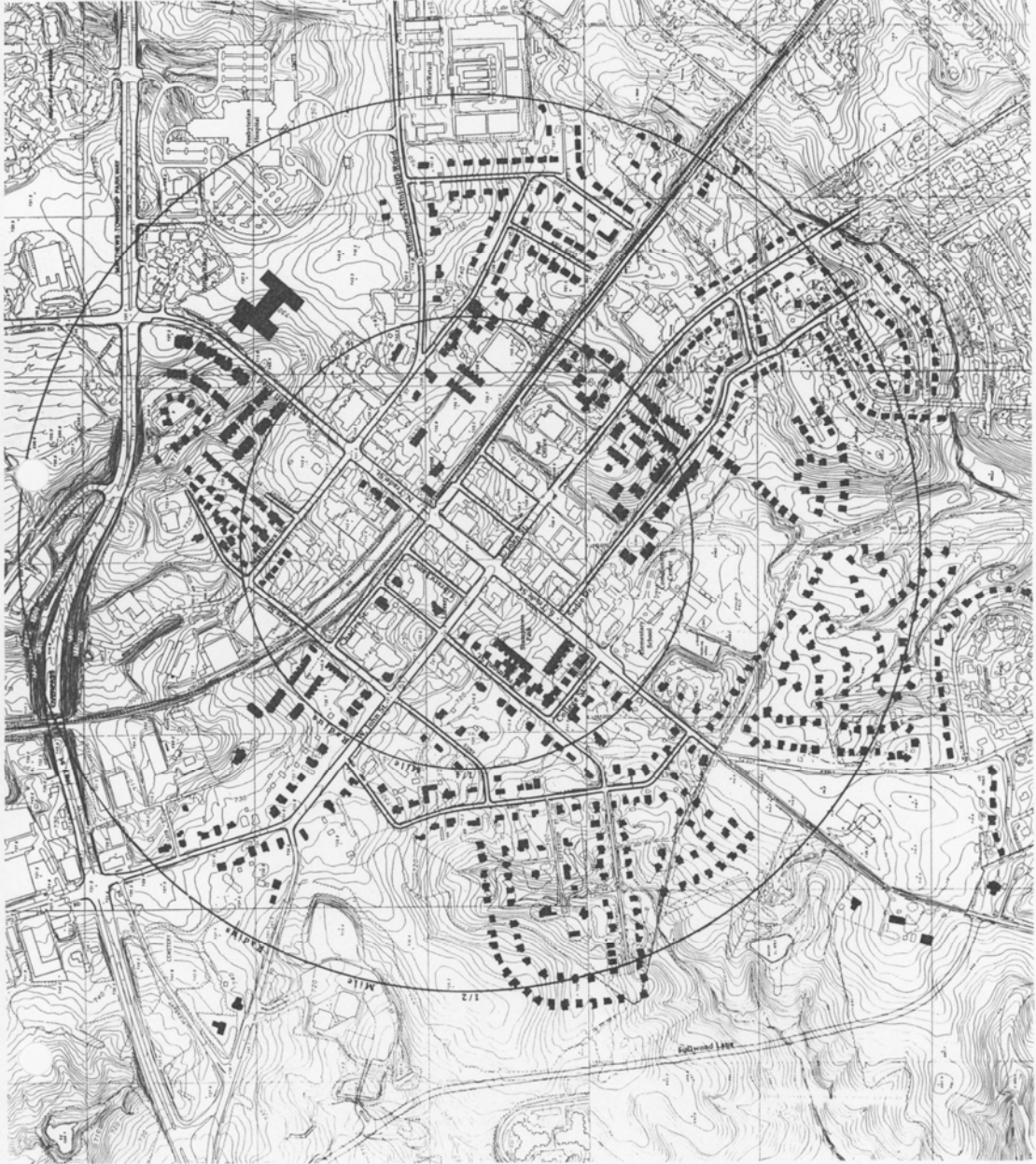
SCALE: 1" = 100'

LABOR DESIGN, INC.
10000 W. HARRIS LANE
DURHAM, NC 27703
919.286.1000

MATTHEWS 2000

TOWN OF MATTHEWS, NORTH CAROLINA

FIGURE 3



Residential -
Development -
Existing & Proposed



LAND DESIGN
LAND DEVELOPMENT

TOWN OF MATTHEWS, NORTH CAROLINA

MATTHEWS 2000

FIGURE 4



Proposed & Existing
Open Space



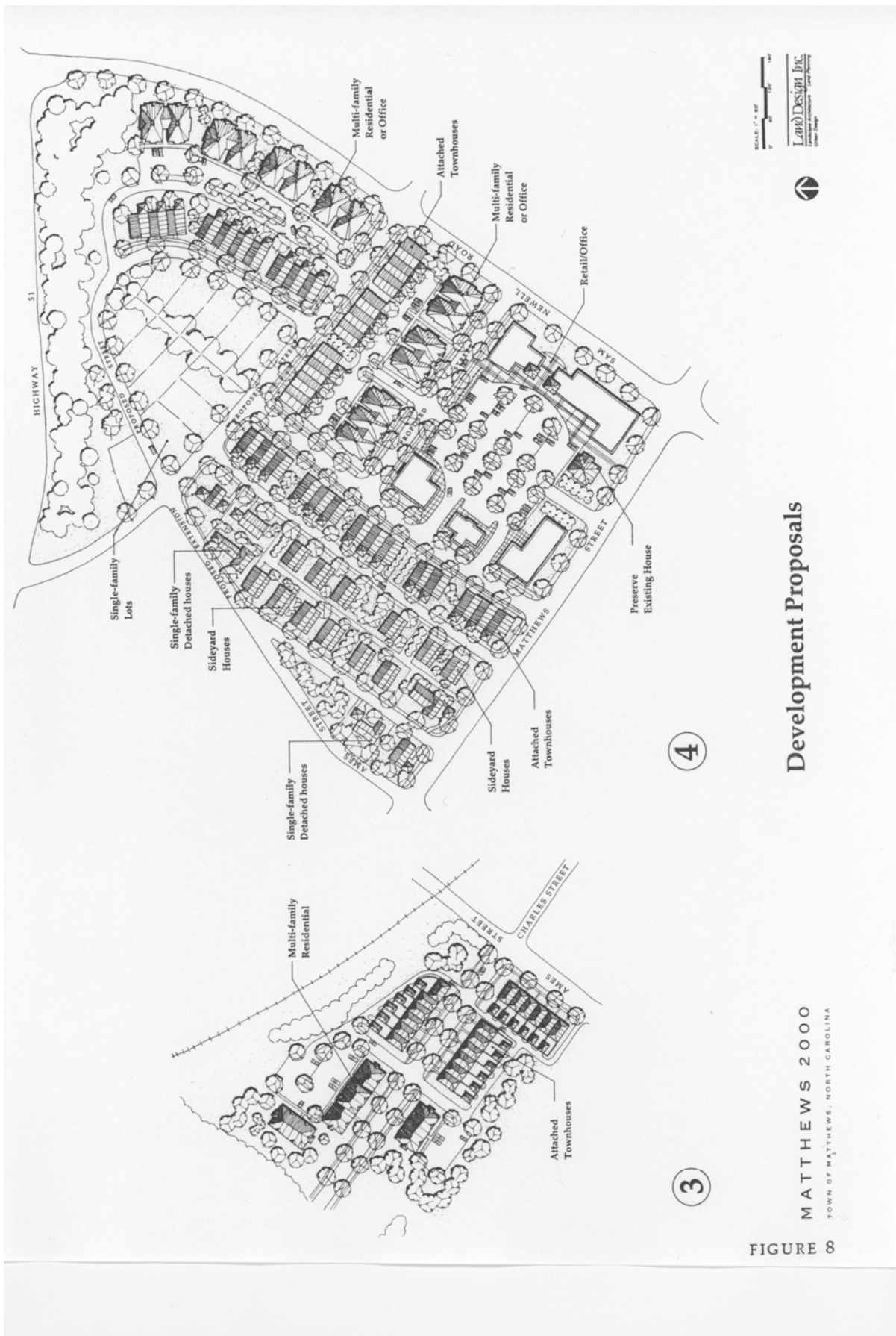
SCALE 1" = 100'

MATTHEWS 2000

TOWN OF MATTHEWS, NORTH CAROLINA

LEITCH DESIGN
10000 W. HARRIS BLVD.
SUITE 100
DALLAS, TEXAS 75243
PHONE: 972.412.1234
FAX: 972.412.1235
WWW.LEITCHDESIGN.COM

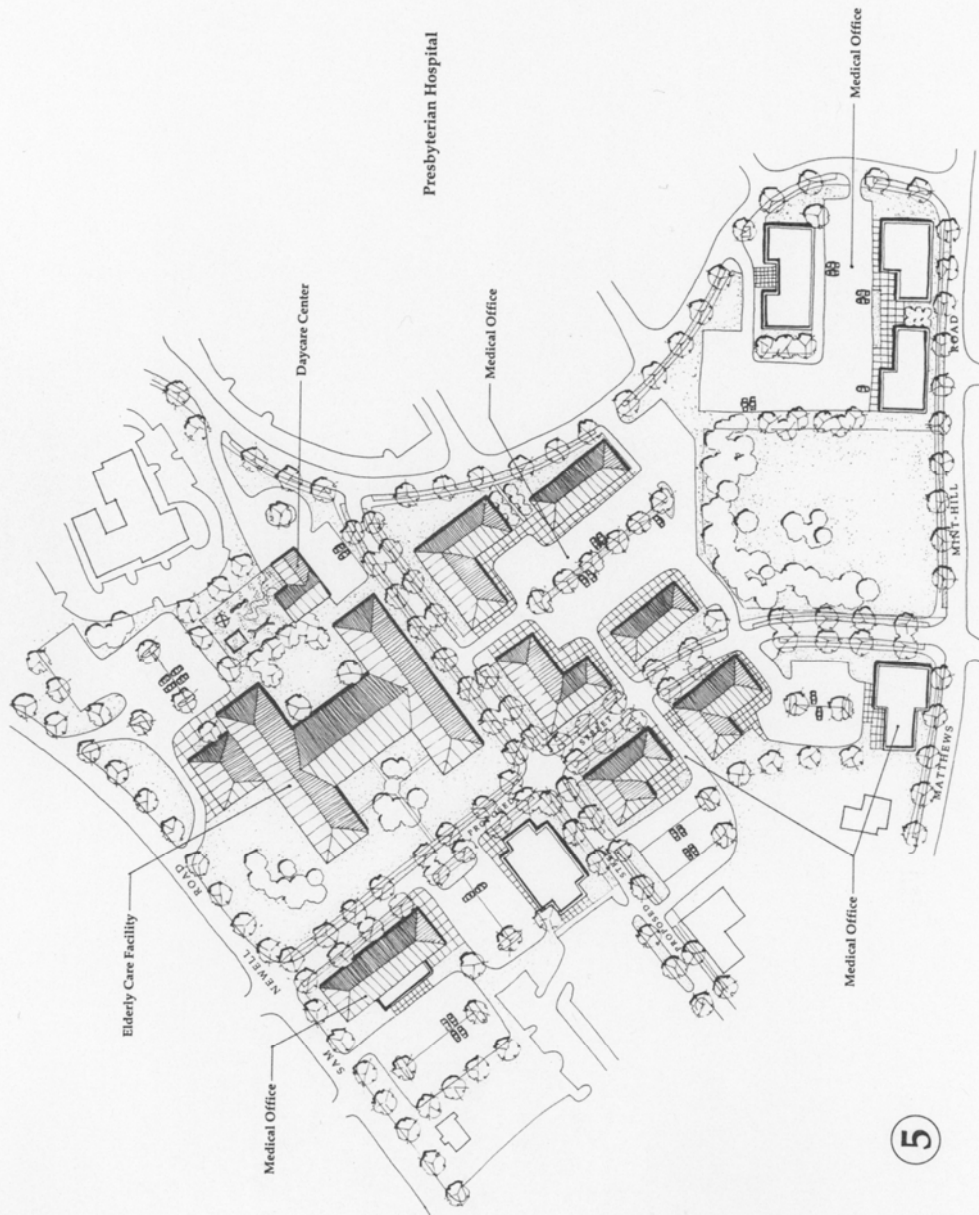
FIGURE 5



Development Proposals

MATTHEWS 2000
TOWN OF MATTHEWS, NORTH CAROLINA

FIGURE 8



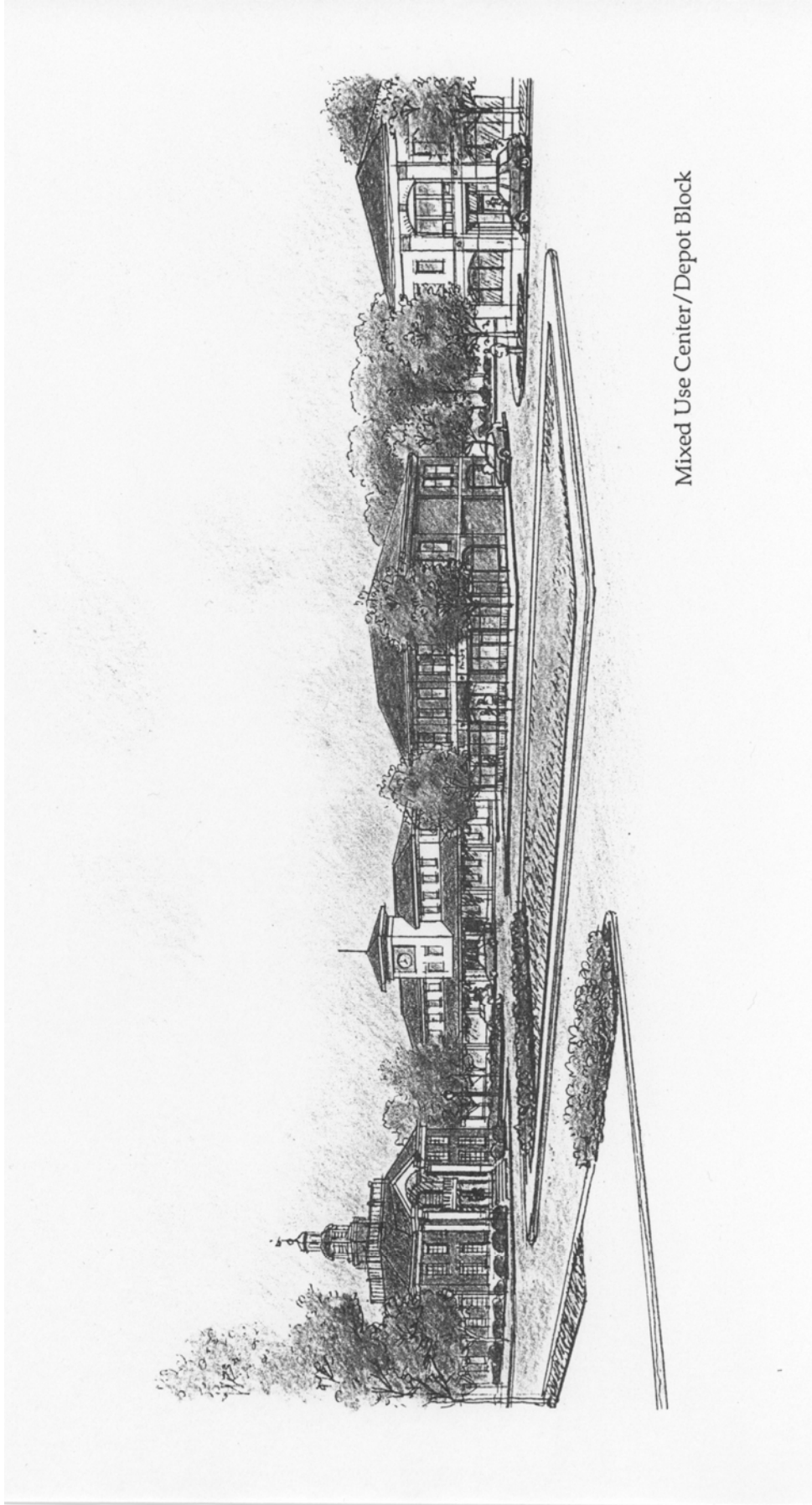
SCALE: 1" = 80'
 LAND DESIGN, INC.
 LANDSCAPE ARCHITECTS & PLANNERS
 1000 W. 10TH AVENUE, SUITE 200
 DENVER, CO 80202

Development Proposals

MATTHEWS 2000
 TOWN OF MATTHEWS, NORTH CAROLINA

5

FIGURE 9



Mixed Use Center/Depot Block

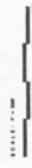


Infill Residential/Depot Block

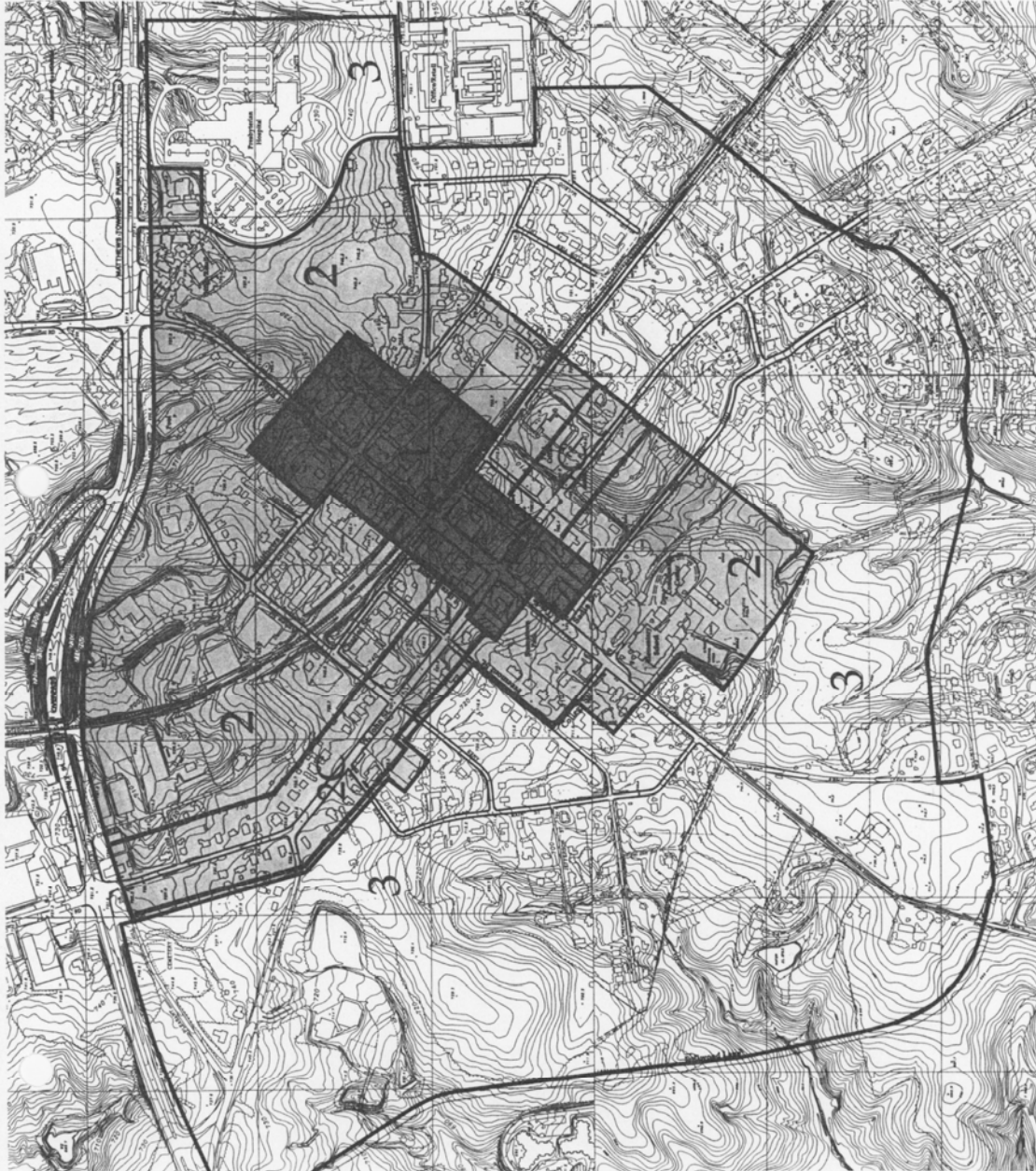
Only West John Street
designated 2C for
Transitional Corridor

- Prezinct 1**
- Existing/expanded downtown historic business area and civic uses
 - Most intensive development
 - Urban streetscape character
- Prezinct 2**
- Mix of residential, office, retail, and light industrial uses
 - Denser development
 - Primary streets have more formal streetscape characteristics
- Prezinct 3**
- Primarily single-family residential with some institutional uses
 - Low density
 - Informal streetscape

Land Use Plan



LAND DESIGN
PLANNING & ARCHITECTURE



MATTHEWS 2000

TOWN OF MATTHEWS, NORTH CAROLINA

FIGURE 10

DESIGN GUIDELINES



INTRODUCTION

The purpose of the design guidelines is to establish a set of general principles and specific recommendations that can serve as a guide for those involved with adding to or altering the built environment of Downtown Matthews, and against which design proposals can be judged for appropriateness by a Town Council or other appointed review body.

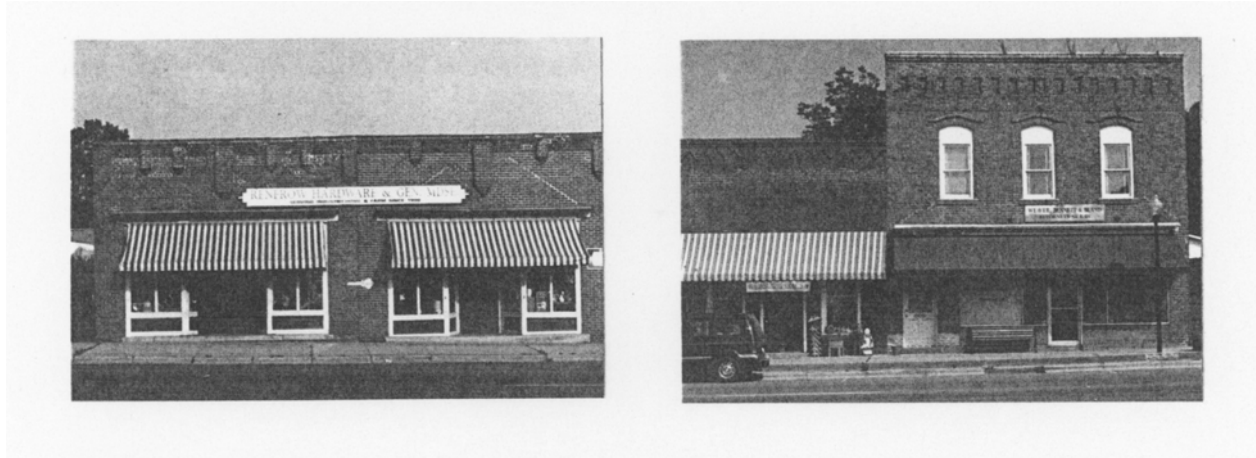
The governing concept behind the Guidelines is that the small-town character of Matthews be preserved; and that new buildings and renovations should conform to the context established by buildings constructed between 1900 and 1940. Landmark buildings such as the Mercantile Building, Renfrow Hardware and the Reid House represent the quality and style of building that new construction should aspire to.

Based upon this general architectural context, specific recommendations will be made for various building types within the Precincts described earlier in this document. Several general principles will apply to all types of building in all precincts. They are as follows:

1. Building should address the street.
 - Entrances should face the street and be accessible from the street sidewalk.
 - Site layout should place the building generally at or near the front of the lot as indicated in these design guidelines and in the Streetscape Improvements build-to lines, with parking to the side and/or rear of the building.
2. Buildings should be designed to be compatible with the context of the neighborhood.
 - Scale of new buildings should be in harmony with existing structures.
 - Materials, colors, and styles should be compatible with existing structures.
3. Building styles should be traditional, or styles adapted from local and regional interpretations of traditional architecture.
 - Building style should be appropriate to intended use.
 - Choice of building materials, elements, and details should be consistent with chosen architectural style. Elements that are obviously of another style should be avoided.
4. Overall design, use of materials, and ornamentation should be kept simple and in harmony with the scale of the building.

COMMERCIAL BUILDINGS - PRECINCT 1

The types of commercial uses found in Precinct 1 are primarily retail and service, with some office uses. The existing building types vary, but the basic character of the precinct is formed by the styles found on the block of Trade Street between John and Charles Streets, including the buildings on Charles Street adjacent to the Mercantile Building.



Overall Character

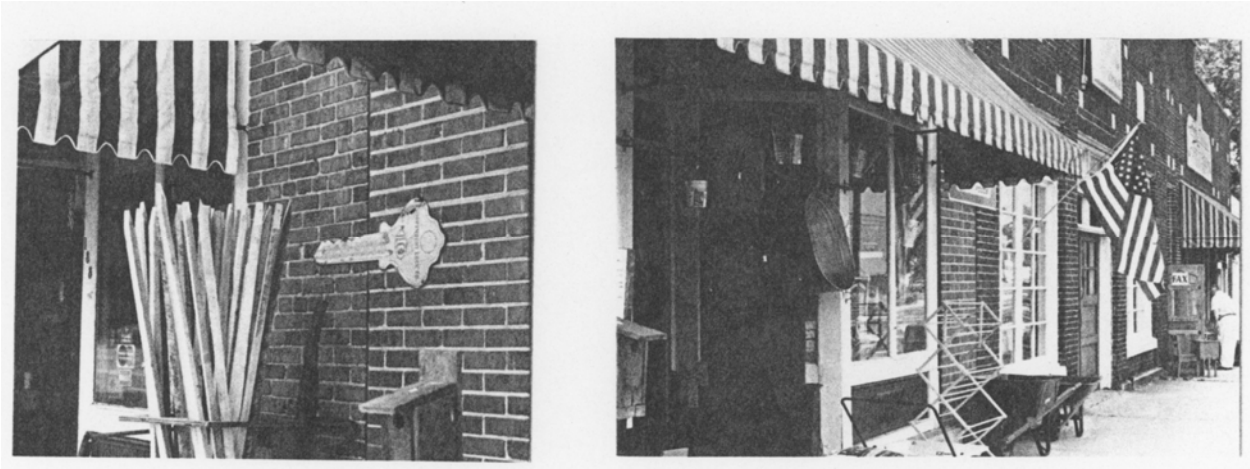
These buildings (except for the furniture repair shop) are all of brick, some natural and some painted. All except the relatively new bank building have flat roofs, so that the building shapes are fairly flat rectangles. These shapes are enlivened by variations in the buildings shape at the roof line, or by decorative brickwork which animates the surface by providing projecting elements which cast shadows and give the building facade a more dimensional appearance. These variations, although simple, are very effective in creating distinction between similar structures. Within the larger structure of the building, variations in awning fabric, sign style, and window and door treatment can further animate the facade.



Too symmetrical and regular a treatment of the building's elements can result in an acceptable but bland-looking building facade. Important to note is that although a building may be a simple rectangle with only a frieze of decorative brickwork at the top, attention to detail at the entrance and building level can create an appearance that has interest and charm.



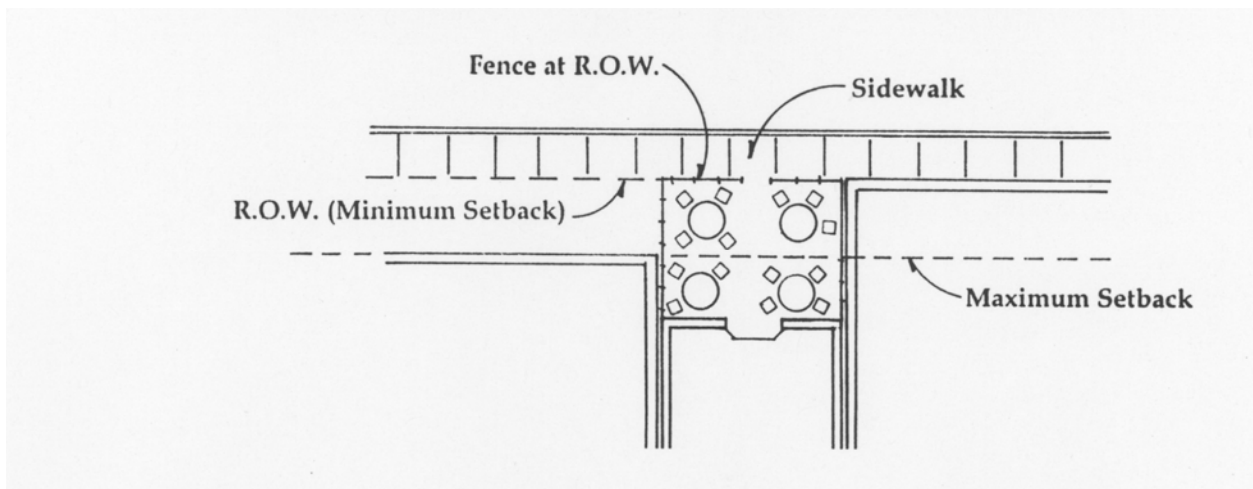
In designing to conform to "traditional" standards, it is easy to go too far in the attempt to conform to an ideal of "tastefulness". The result can often be sterile and lifeless. Much of the charm of Matthews lies in its relaxed, individual style, where the unexpected and idiosyncratic is allowed to happen. This is especially important in the commercial area, where the lively atmosphere of a marketplace is essential to economic vitality.



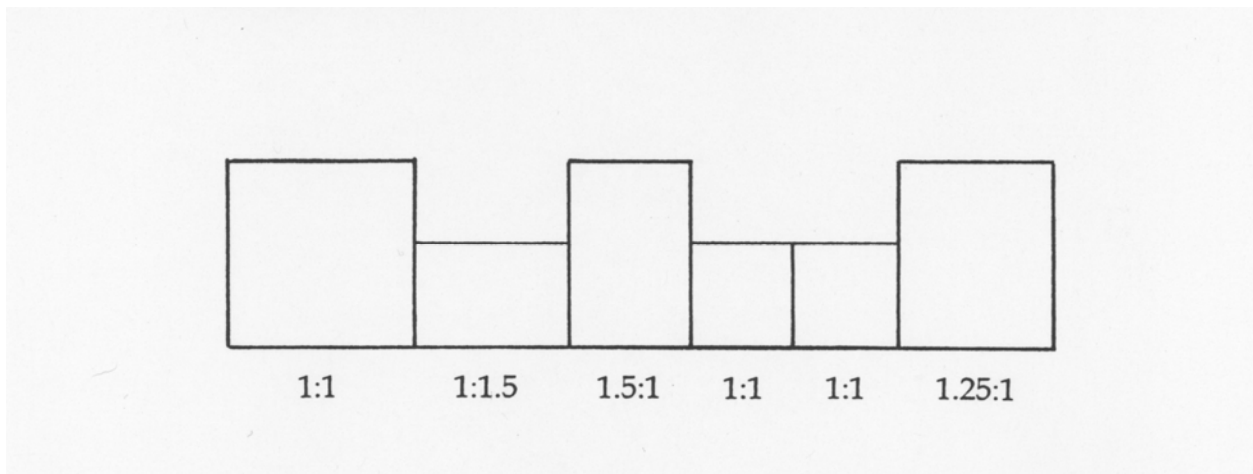
Architecture

The following guidelines will help to maintain the architectural integrity of the downtown:

- Maximum building height is 35 feet as established by the Matthews Zoning Ordinance. Unconcealed roof structures such as ventilating equipment or satellite dishes will be discouraged.
- Buildings added to the existing commercial context of Trade Street shall conform to the "storefront" style of flat-roofed structure whose front wall either meets the sidewalk or is no further than 10' from the sidewalk (R.O.W. line). An exception to this 10' setback can be made if space in front of the building is to be used as an outdoor cafe, and a fence or wall is carried across at the R.O.W. line.



- All buildings in Precinct 1 shall fall within a height-to-width or width-to-height ratio between 1:1.5 to 1:1.

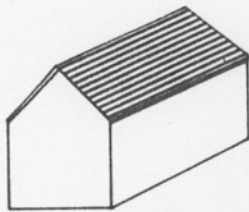


Multi-paned shop front windows are preferred. Double hung windows in height to width proportion of 2 to 1 are preferred for second story. Windows shall have casements of wood, vinyl, or painted metal and may have stone, brick, or cast stone or cast concrete lintels and sills. Window glass shall always be set back from building face rather than flush with building face. Shop front windows shall not be lower than 2 feet from the ground plane. Glass may not comprise more than 40% of total front building facade.

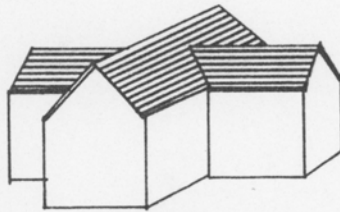
Recessed doorways are encouraged, with 5' as the maximum distance of recess from the front wall. Doors shall be of wood, painted metal, or simulated wood material or a combination of one of the above materials and glass. No glass shall be positioned lower than 2 feet above ground level.

Preferred roof style is flat for infill on Trade Street. Acceptable styles for other areas are flat, hipped, gabled, or cross gabled. Shed roofs (single pitch) are discouraged. Roof pitch shall be not less than 5:12 nor more than 10:12. Mansard-style roofs are not permitted nor are mansard-style elements attached to building facade allowed.

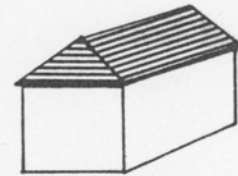
PREFERRED ROOF STYLES



Gabled

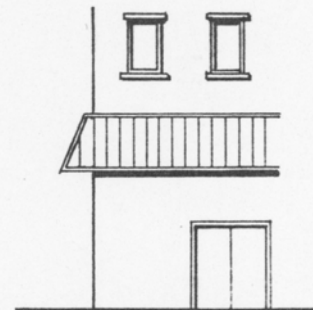
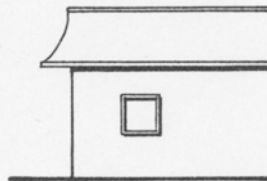
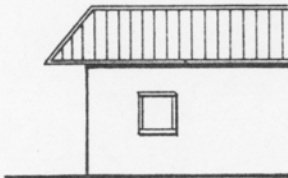


Cross-gabled



Hipped

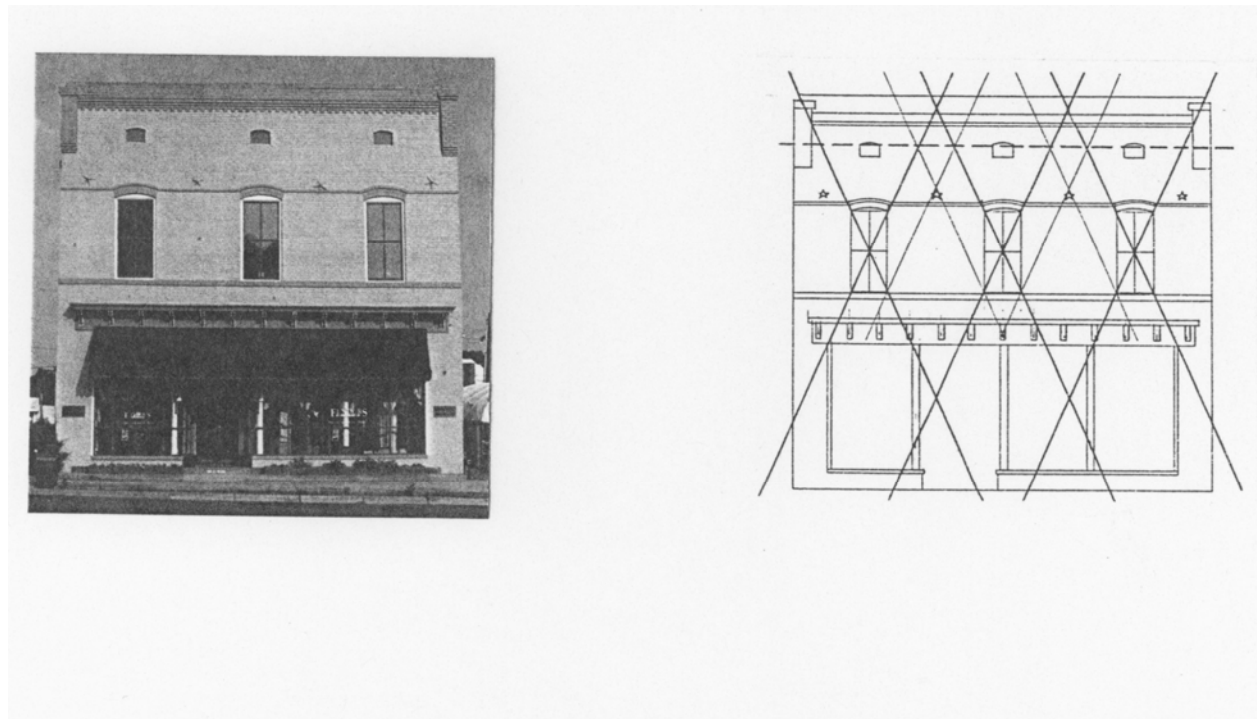
“Mansard” roof or attachments to facade not allowed.



Organization of Building Elements

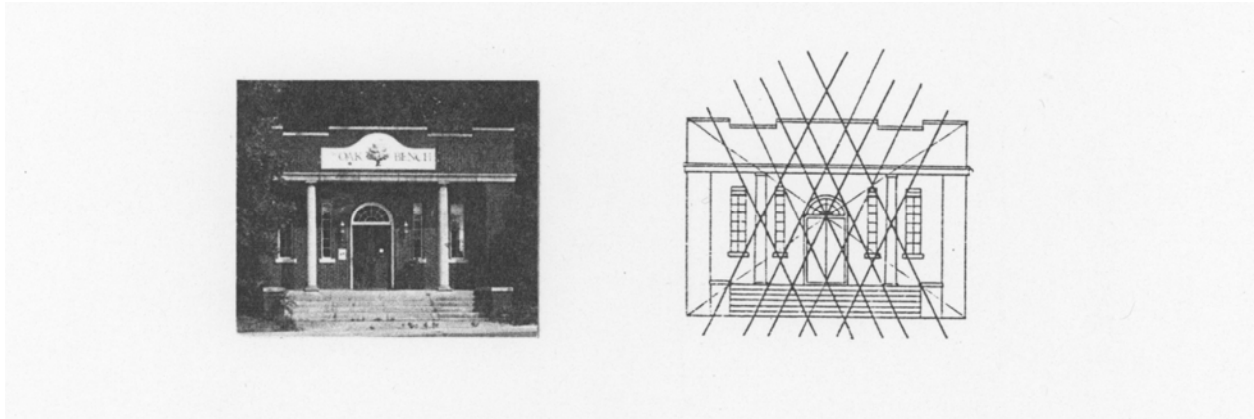
One of the main reasons why buildings constructed in earlier times are more pleasing to the eye is that they were designed (consciously or unconsciously) according to principles of geometry and proportion. These principles established patterns for locating the major building elements of windows and doors, and allowed ornamental elements to participate in the overall pattern. The result was a building whose parts related to the whole, a building which expressed harmony and grace. One way to analyze the organization of a building's elements is to diagram the relationships between them using *regulating lines* -- lines which establish the building's basic proportions and show how these proportions influence the placement of elements of the facade. As described by architect Jonathan Hale in The Old Way of Seeing^{*}, regulating lines drawn on a building's facade can reveal the underlying geometry -- the pattern behind the location of doors, windows, and decorative elements. Shown below are two buildings in Matthews with their patterns revealed by regulating lines.

In the diagram of the Mercantile Building (below), notice how the diagonals drawn through the window rectangles intersect with a parallel line drawn from the bottom corner of the window, and how that intersection establishes the location of the decorative element above (dashed line). The intersection of the lines drawn from the outside corners of the windows establish the location of the star-shaped ornaments.



^{*}Houghton Mifflin, 1994

In the diagram of the antique shop (shown below), diagonals are established by striking lines from the top of the inner window to the bottom of the outer window. Lines are then drawn at the same angle from the top of the outer window to the bottom of the inner window. The intersection of these diagonals establishes the location of the column. Notice how the parallel diagonals drawn through the bottoms of the inner windows enclose the fanlight over the door and meet at the top of the cornice. Other intersections occur at the top of the stairs, at the inner edge of the column and at the top outside edges of the stair. Diagonals connecting the outside edges of the building correspond with the locations of several of the building's main elements.



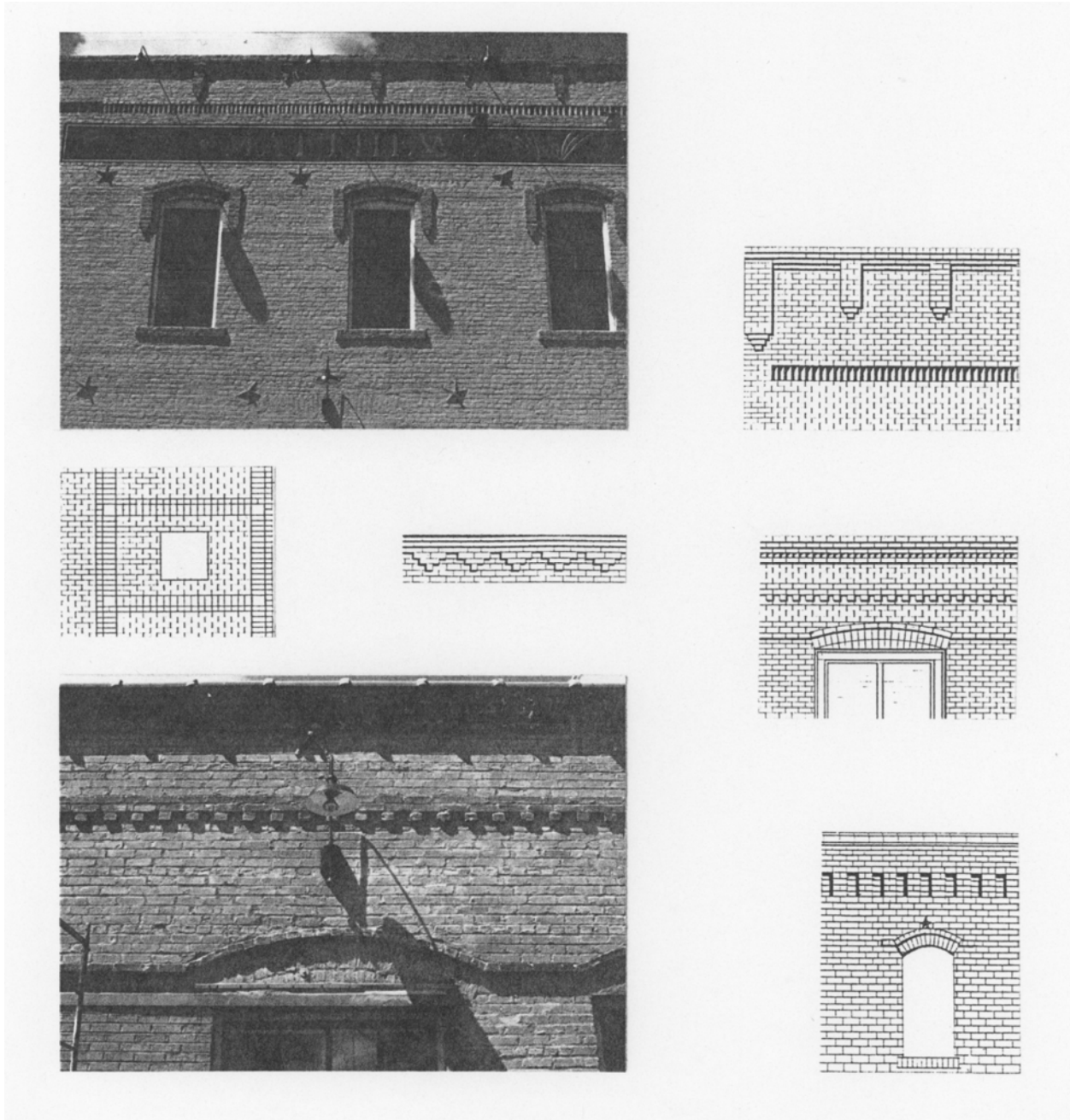
The regulating lines can be used as a tool for designing a building, for analyzing an existing building in order to design an addition, and for locating signs, lights, or ornaments on an existing facade. As many of Matthew's characteristic buildings follow a system of geometry and proportion, regulating lines can be used to determine the appropriateness of proposed designs for infill in the historic district.

Keeping the building elements simple and functional, and using proportion to regulate their location in relation to the building's shape can establish a unity of form that is naturally compatible with other structures designed in a like manner. This allows building materials and details to be more expressive, thus maintaining unity while allowing individual distinction.

Materials

Brick is the preferred material and can be either plain or painted. "Tumbled" or salvaged brick can be used to take the edge of newness off of brick structures. Other acceptable materials are horizontal wood siding (no vertical or diagonal), wood shingle, stone, or concrete-based stucco. Trim shall be stone, cast stone, cast concrete or painted wood.

Examples of ornamental brick work found in Matthews:



Colors

Building colors may be of the following:

- Red shades of terra-cotta or salmon. Bright red and orange are not recommended.
- Yellows, from mid-range to off-white. Bright yellow tending toward green is not appropriate.
- Pastel shades of blue and green are acceptable but should be more towards light than towards mid-range.
- All neutrals, except very dark grey and black. Darker shades of grey must be contrasted with white trim.
- Beige, buff, ochre, brown and other earth tones are best in lighter shades. Two earth tones of medium to dark range should not be used together as they can create a muddy, unattractive effect. Darker earth tones should always be contrasted with white or very light neutrals or pastels.
- Trim colors should be white, off-white, dark grey, black or darker shades of red, green, or blue.
- Colors should be limited to not more than two colors on main body of building and not more than 3 colors for trim such as window casings, doors, moldings and cornices, or railings.

In choosing a color scheme consideration should be given to the colors of the adjacent buildings. A color can appear less attractive when placed next to an uncomplimentary color or combination of colors. A harmonious color palette for the entire street should be the goal rather than attempting to call attention to individual structures through the use of color.

Examples of infill architecture on Trade Street:



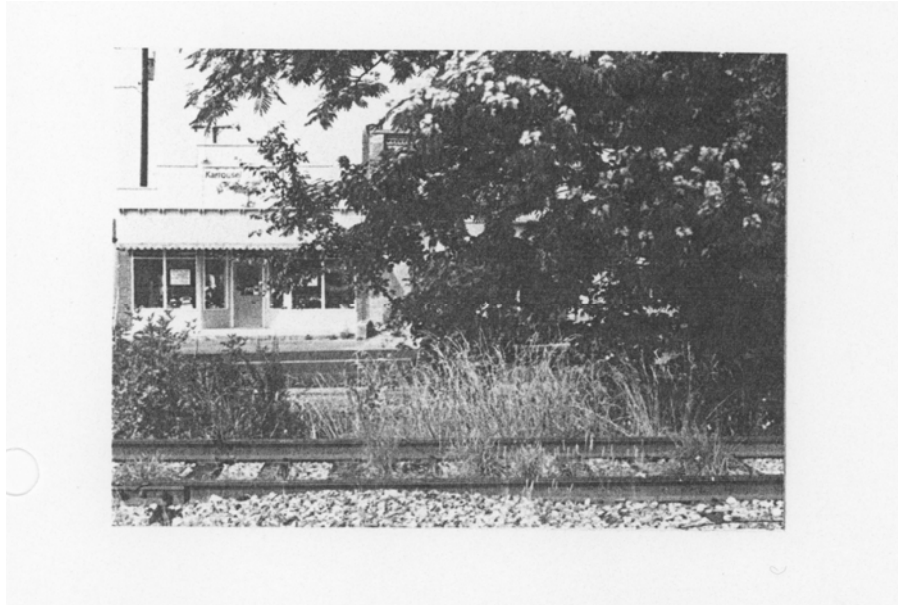
Signs

Preferred sign types are:

- Painted on window or door.
- Individual letters of metal or wood applied to building face.
- Painted wood or metal sign applied to building face.
- Painted sign of wood or metal projecting at 90° from building face with at least 7'-6" clearance above sidewalk. Projecting signs must comply with NCDOT requirements.
- Internally lit acrylic box signs and individual letter shapes are not allowed.
- Neon is allowed only within window area and may not occupy a space larger than 10 square feet. Neon may not be used on building face, on roof, or projecting from building.
- Flashing or moving lights or elements are not permitted, nor are reflective or sparkling materials.
- Direct light of white or yellow from a shielded source is the preferred method of illumination. Individual letters lit from within (halo effect) is permitted. Colors may be used for halo lighting.
- Signs are permitted on awnings.
- Colors should be limited to 3 per sign.
- Awnings may be of any color or pattern, but darker shades are preferred. Awnings may be of canvas or treated canvas. Vinyl or metal awnings are not allowed. Curved awnings may not be used, except over a single door at the rear of a building.
- See Zoning Ordinance for size restrictions and other criteria.

Landscape Guidelines

Landscape design provides connections between built elements, makes transitions from one area to another, and establishes character. The character of the Matthews landscape is mostly casual -- the relaxed, informal quality of the planting is part of Matthews' small-town charm. New development will necessitate more formal planting in some areas, and it will be important to preserve those areas that contribute to Matthews' casual, country atmosphere. The most important of these areas is the land adjacent to the railroad tracks, which acts as a greenway corridor and should maintain its link to the countryside even within the town center.



Several basic guidelines should be kept in mind while creating landscape designs for all types of development:

- Landscape design, architecture, and signs should be considered together, so that an overall concept can unite the various elements. Landscape design should be consistent within itself and with the architecture. Choose a concept and develop the architecture and landscape accordingly.
- Environmental concerns and sustain ability should be central issues in landscape design. Sustainability in this sense is the ability to be maintained at low cost to the environment and the economy, creating minimum negative impacts on wildlife habitat, water quality and plant biodiversity. Landscapes which require large amounts of irrigation, herbicides, pesticides or energy use in the form of mowing or leaf blowing are discouraged.
- Ideally, landscape design should also seek to improve environmental quality in areas where it has already been compromised.
- Thoughtful use of landscape design (siting of buildings, placement of trees) can help to control heating and air-conditioning costs, and thus reduce energy consumption and pollution.
- Avoid artificial-looking attempts at a 'natural' effect. A good case in point is the use of berms to attempt to create interesting topography, or to separate uses. These do not succeed aesthetically because the scale of the berm within the space usually does not look natural. Artificiality has its place but should be understood and used for what it is. A clipped hedge is artificial but serves as a consciously-made transition between nature and

architecture.

- Be conscious of the scale at which the design elements and plant material will be seen -- the distance from the viewer and, if on a road, the speed at which it will be seen. In general, design a bolder, broader landscape for the road - contrast color and shape, define larger spaces, and incorporate distant views. In more intimate pedestrian situations, design to provide interest at eye level, with smaller-scale textures and more subtle color contrasts. Use changes in plant materials to lead the pedestrian forward, and use seasonal change to vary the experience.
- Existing trees of all types and size are encouraged to remain where use and grading allow. This will help to preserve native habitats particularly when linked to larger open spaces such as greenways or buffers.
- Preserve areas of quality vegetation and eliminate invasive species such as kudzu.
- Native species of trees, shrubs, vines, groundcovers and perennials are preferred in order to promote biodiversity and make gardens compatible with the existing wildlife habitat.

Landscape Guidelines for Parking Areas

- In parking areas consisting of more than 3 double-loaded bays, a 3' minimum, 4' maximum height hedge or row of shrubs or other perennial planting should be planted between every fourth row of spaces. Large-maturing trees should be incorporated into this planting.
- Tree species should be alternated within rows or from row to row.
- It is advisable to limit alternating within rows to 2 species.
- Planting in traffic islands should be simple massing of foliage, so as to relieve the asphalt but not to call undue attention to what is in reality a traffic director; bright beds of flowers are not appropriate.
- Perimeter planting on a street should be tolerant of extreme conditions. Plants which will look well consistently should be used. Again, scale and use should dictate against small-scale flower beds; a bold, broad-brush, consistent statement should be the goal.
- Safety and visibility issues should be primary when considering height of plants. Be sure that visibility will be preserved without excessive maintenance.
- Perimeter planting on a non-street location may be used to visually separate parking, loading and utility areas from adjoining uses. Care should be taken to prevent the visual barrier from becoming a physical one which would prevent pedestrian traffic from circulating freely and safely.
- Perimeter planting around individual lot lines in Precinct 1 should not be installed.

COMMERCIAL BUILDINGS - PRECINCTS 2 & 3

Commercial uses in Precincts 2 and 3 are primarily office, with some retail and service uses. Converted residential buildings may be used to house offices in these areas. The following guidelines will address conversion of residential structures to commercial uses, infill of new commercial structures to the existing residential (or converted residential) fabric, and commercial structures along newly constructed streets.

All types of commercial construction in Precincts 2 & 3 should conform to the following:

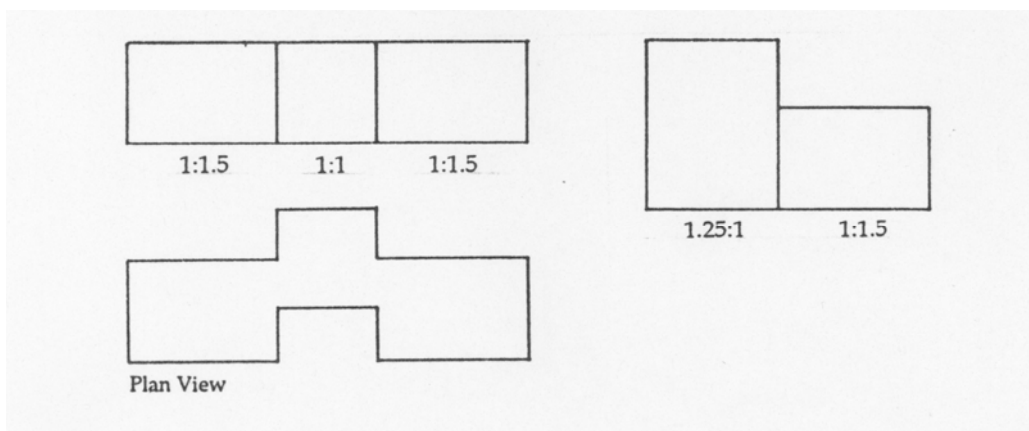
- Maximum and minimum setbacks as established in Streetscape Guidelines must be observed.
- Parking must be placed to the rear or alongside the structure. Parking in the rear is preferable, and parking which is visible from the street must be screened by a wall or vegetation at build-to or setback line. Such screening must be at least 4'-6" high.
- Buildings may not be higher than 35 feet, with buildings which are over 50% one-story containing no more than 15,000 sf; and buildings more than 50% two-story containing not more than 25,000 sf.

Conversion of existing residential structures to office or retail use:

- Additions to the structure which are visible from the street or from adjacent structures must be of matching or compatible materials and should complement the existing structure in terms of general massing, location of building elements, and roofline.
- Additions to buildings may not be higher than 24 feet. Total square feet of existing building and new addition may not be more than 15,000 sf if over 50% of both buildings combined is one-story. If more than 50% is two-story, up to 25,000 sf is allowed.

Commercial infill buildings and buildings for newly constructed streets should follow these guidelines:

- Building masses should be broken down to create proportions similar to those of the buildings of Trade Street.



- Building design should not be conceived in isolation, as a singular entity, but should consider the structures at either side and in the neighborhood in general, and should respond in its design to the site context in its entirety: buildings, site topography, street, and existing vegetation.

- Acceptable materials are: Brick (painted or unpainted), stone, concrete-based stucco, concrete, horizontal wood siding or wood shingle.
- Windows may not be of reflective glass, and frames should be of wood, vinyl or painted metal. Windows may not comprise more than 60% of the building facade facing the street, and no single pane of glass shall be more than 12 sf. Windows should be set back from the facade rather than flush.
- Acceptable colors are as described in "Commercial Buildings, Precinct 1".
- Roofs may be flat, if building conforms to "storefront" style of Trade Street, as described on page 17. Other building styles are encouraged to use pitched roofs -- gable, hipped or cross gable. Mansard roofs or mansard-like elements attached at roof line are not allowed. Single-pitched roofs are not allowed. Roof pitch may be no less than 5:12 nor more than 10:12.

Signs

- Preferred sign types are painted wood or metal signs or individual letters or shapes of wood or metal attached to building face and lit from external source.
- Signs may be applied to building face, projecting 90° from building, except no attached signs allowed in Precinct 2C, or freestanding. No roof signs are allowed.
- A business may have both attached or freestanding signs, but only one freestanding sign.
- Internally-lit acrylic box signs or individual letter shapes are not allowed.
- Neon may be used on building face but design must be kept simple (No more than 2 colors, in general), and may not occupy an area larger than 16 sf.
- Opaque individual letter shapes may be lit internally to cast light on the wall behind (halo effect).
- See Zoning Ordinance for size restrictions and other criteria.

Landscape Design

- The Landscape Guidelines for Precinct 1 also apply to Precincts 2 and 3.

SINGLE-FAMILY RESIDENTIAL

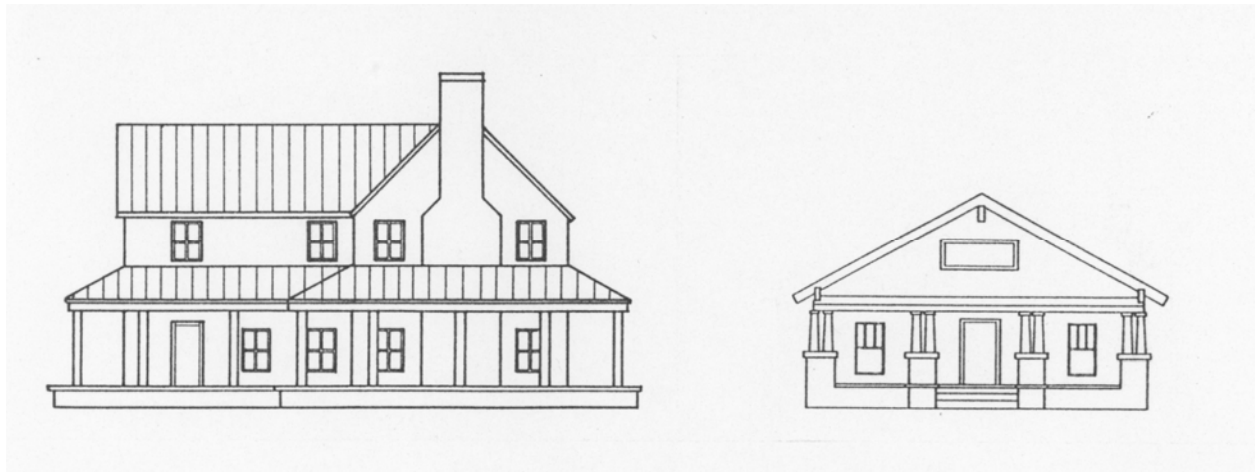
Architecture

Regional vernacular forms or standard traditional styles are the most appropriate models for residential design. Many of the local housing types are illustrated on the following pages. Styles commonly found in Matthews are the Bungalow, Farmhouse, and Cottage styles. Acceptable traditional styles are: Federal, Georgian, Colonial, or Greek Revival (shown below). Victorian, French Provincial, and Mediterranean styles, or others clearly not historically found in this area are not encouraged. Whatever the chosen style, it is important that the style, (as manifested in overall proportion, materials and detail) be consistent throughout in order to avoid “composing” a house of details borrowed from different styles. A chart listing basic house styles, materials, and details is located at the end of this section.

Most of the regional vernacular styles are distinguished by their porches. Porches are encouraged as a way of linking the private space of the house with the public life of the street. Porches should be at least 7 feet wide so as to accommodate chairs and other outdoor furniture.

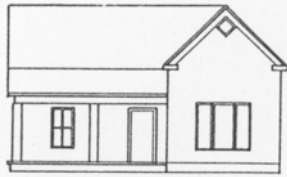
Consideration should be given to the appropriateness of style to house and lot size. In general the Georgian or Greek Revival styles are suitable for larger houses with more than one building mass. Medium-sized, 2 story houses are best as Southern Vernacular, Federal or Colonial. The Colonial and Southern Vernacular styles can be adapted to create a successful one-story house for either a medium-sized or small home. The Federal and Georgian styles are best suited to Townhouse models. If a large front porch or veranda is desired, it is best to plan a house in the Southern Vernacular, Colonial, or Greek Revival (Southern Plantation style). Large porches are not particularly suited to the more austere forms of the Federal and Georgian styles.

Regional Styles



Farmhouse

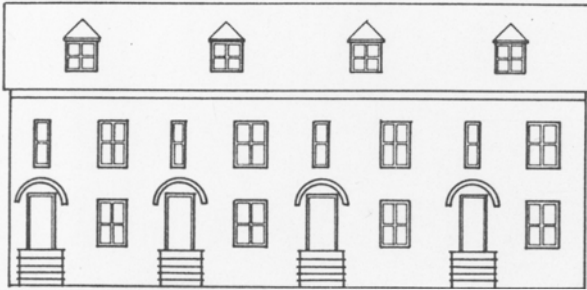
Bungalow



Cottage



Sideyard House



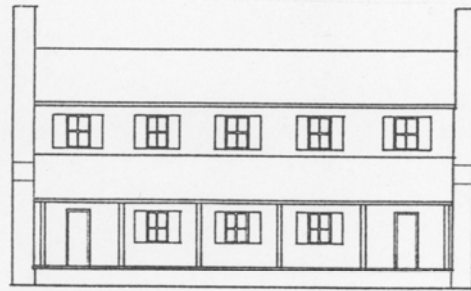
Attached Townhouse



Detached Townhouse



Traditional House



Farmhouse Duplex



Shotgun Duplex

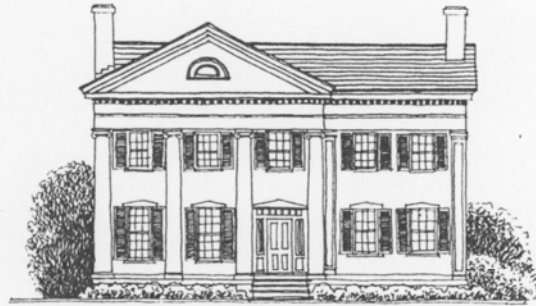


Bungalow Duplex

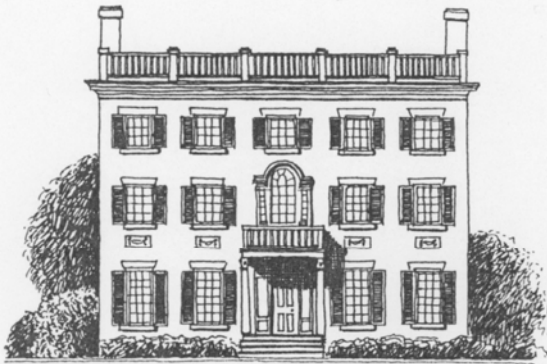
TRADITIONAL STYLES



Colonial



Greek Revival



Federal



Georgian

PREFERRED STYLES	ACCEPTABLE MATERIALS	ACCEPTABLE ROOF STYLES	SUGGESTED ENTRY DETAILS	SUGGESTED WINDOW DETAILS
FEDERAL 2-story, symmetrical, single box-like mass, minimal detail, minimal eave projection	<ul style="list-style-type: none"> • Brick or stone/wood trim • Horizontal wood siding/wood trim 	<ul style="list-style-type: none"> • Pitched • Dormered • Decorative wood cornice under eave • Cupola 	<ul style="list-style-type: none"> • Pedimented or corniced doorway w/ flanking pilasters or columns • Pedimented portico w/ columns • Panelled door • Stoop 	<ul style="list-style-type: none"> • Stone lintels & sills • Pediment or cornice with or without pilasters • Shutters
GEORGIAN 2-story, single box-like mass or dominant mass with symmetrical wings, variation of window treatment on different levels, minimal detail, minimal eave projection	<ul style="list-style-type: none"> • Brick (light colors), cut stone, stone/wood trim • Horizontal wood siding/wood trim 	<ul style="list-style-type: none"> • Pitched • Hipped • High chimneys • Dormered • Decorative wood cornice under eave 	<ul style="list-style-type: none"> • Pedimented or corniced doorway with flanking pilasters or columns • Pedimented portico w/ columns • Panelled, windowed door • Fanlight • Stoop 	<ul style="list-style-type: none"> • Stone lintels & sills • Arched
COLONIAL 1 or 2 story, single symmetrical mass or main mass with smaller, symmetrical additions - can be L or U shaped in plan	<ul style="list-style-type: none"> • Horizontal wood siding • Shingle • Field stone • Wood trim 	<ul style="list-style-type: none"> • Pitched • Gambrel • Dormered • Gabled • Cupola 	<ul style="list-style-type: none"> • Pedimented or corniced doorway with flanking pilasters or columns • Pedimented portico w/ columns • Panelled, windowed door • Fanlight 	<ul style="list-style-type: none"> • Pilasters • Cornices • Shutters
GREEK REVIVAL (SOUTHERN PLANTATION) 2 story, columned porch or veranda - one or 2 story, main building mass with symmetrical or asymmetrical wings or additions	<ul style="list-style-type: none"> • Horizontal wood siding • Stucco • Brick • Wood or wrought iron trim 	<ul style="list-style-type: none"> • Pitched • Balustraded or fenced widow's walk 	<ul style="list-style-type: none"> • Pedimented • Flanking pilasters 	<ul style="list-style-type: none"> • Shutters • French doors with large shutters on porched areas

Landscape Design

Residential landscape design should suit the style and scale of the house. Larger houses in the Federal or Georgian styles are complemented by a landscape of symmetry and simplicity. The layout should be characterized by careful geometry and proportion, with a restrained use of flowers and attention to form, space, and texture.

Colonial style and smaller cottage-type houses on small lots lend themselves to more intimate 'cottage gardens'; where flowers may grow in profusion and variety. Trellises, arbors, and fences help define space and give structure to the smaller yard.

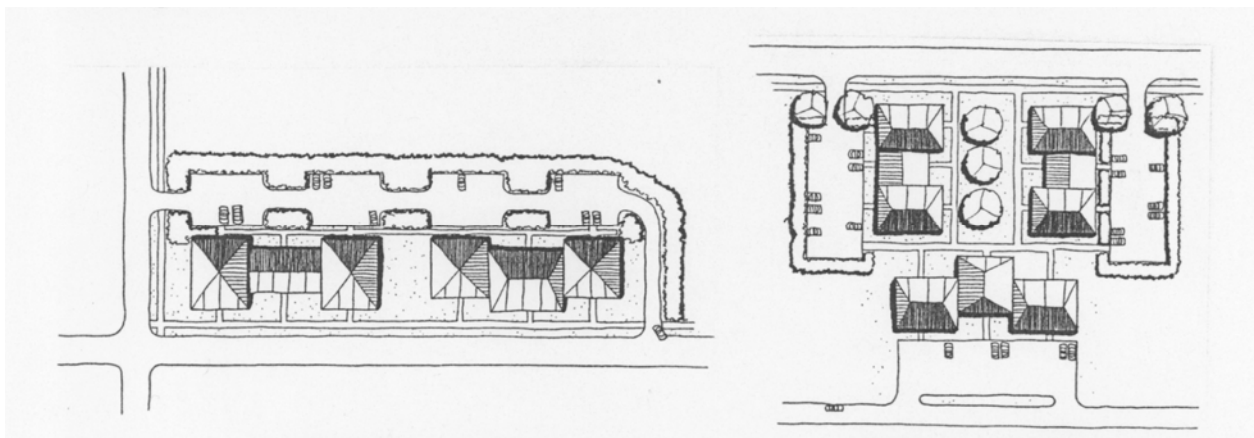
Colonial and Greek Revival houses on a larger lot would be complemented by an English-style landscape of flowing lines, tall shade trees and naturalistic shrub masses, with smaller scale elements located close to the house.

MULTI-FAMILY RESIDENTIAL

Multi-family development is expected to participate in the neighborhoods formed by blocks and streets; creating separate 'apartment communities' is not acceptable. In order to reinforce the integration of multi-family into the neighborhood fabric, limits are placed upon the repetition of building forms and styles, and building designs are encouraged to maintain a stylistic connection to single-family homes in the neighborhood. As with single-family, regional vernacular forms are recommended as models for design.

Relationship to Street

Buildings located along the street should relate to the street and to the buildings on either side of the new structures. Access from the street should be provided -- building entrances should be oriented to the street, internal walkways linked to the sidewalks. Parking in the rear may call for dual building entrances.



Building facing street

Courtyard arrangement

Maximum Height of Buildings, Maximum Footprint

- Maximum height: 35 feet.
- Maximum SF per structure: 15,000 SF.
- Avoid excessively stark or excessively busy massing of building shapes. (See illustration below)
- In general, multi-family buildings should avoid breezeways and outdoor stairwells.
- Any exterior stairway should serve no more than 2 units and should incorporate decks or balconies.
- Each unit must include either a porch, a deck, or a balcony.
- Porches, decks, balconies, posts and handrails should be made of wood.

Massing of building too busy Too many unrelated ornamental details



Porches well integrated into design of building, restrained detail part of overall organization



Architecture

- Acceptable materials: brick, stone, concrete stucco, horizontal painted wood siding, wood shingle - painted or cedar, highest quality hardiplank, hardboard or vinyl siding. No diagonal or vertical siding, no stone veneer, no dryvit or synthetic stucco.
- Avoid combinations of more than two major materials.
- No change of materials on the vertical or diagonal. Change in material should be expressive of strong, consistent design intent.
- Acceptable colors are as described in "Commercial Building, Precinct 1".
- Avoid 'tacked-on' ornament or detail.
- Detail should be restrained, and serve to express or enhance building structure and main design elements - (i.e. windows, doors, eaves).
- Detail should be consistent with overall building style.
- Look to the local and regional vernacular for appropriate building styles.



Parking and Utility Areas

- Parking areas should be broken up so that no more than 28 cars are parked together in multiple rows. Fences, walls or plant material should be used to provide visual breaks between groups of cars. If cars are parked in a single row, break should occur after 15 cars.
- All off-street parking should be screened from the street.

Roofs

- Flat roofs are to be avoided, unless essential to style of building (international style or art deco).
- False mansard 'roof' attached to facade of flat-roofed building is not allowed.
- Pitched roofs of gable, hipped, or cross-gable style are encouraged
- Shed roof (single-pitch) buildings standing alone are not allowed. Shed roof may occur on a small mass abutting a larger building mass.
- Pitch should be not less than 4:12 nor more than 10:12.

Landscape

Landscape design for multi-family sites should attempt to provide usable spaces for residents rather than areas of purely cosmetic purpose. Semi-private yard areas such as the interior spaces of courtyard arrangements can be developed as seating, strolling and play areas.

Planting should be used to connect multi-family buildings to other residences on the street, to make connections from building entrances to the street, and to buffer parking areas from adjacent uses and the street.

MATTHEWS 2000

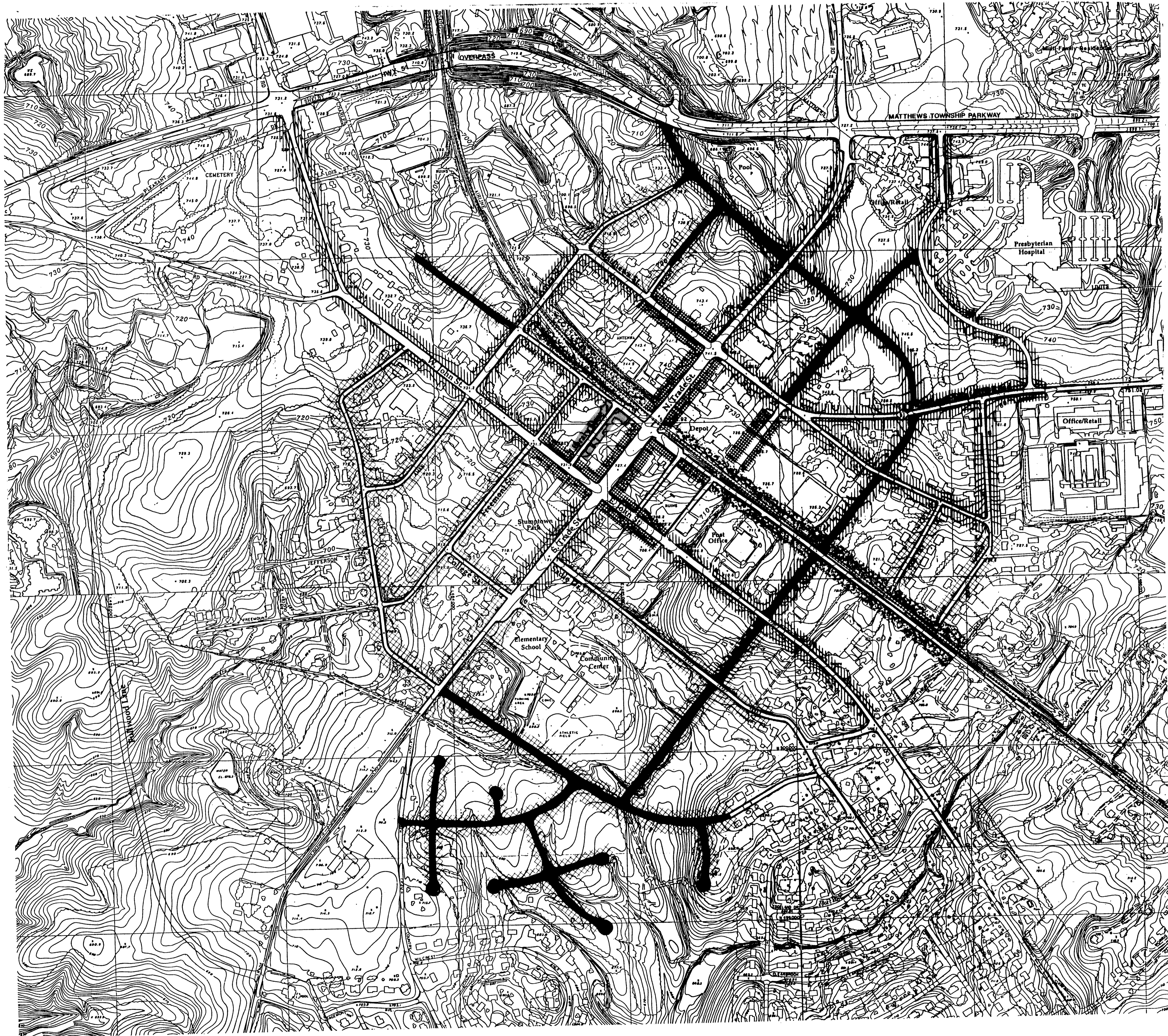
TOWN OF MATTHEWS, NORTH CAROLINA

Streetscape Improvements and Recommendations for Existing and Proposed Streets

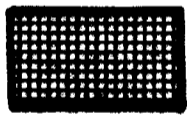





C O N T E N T S	S H E E T #
Streetscape Classification	1
Streetscape Sections	2, 3
Streetscape Improvements	4 - 8
Streetscape Details	9

Prepared by LandDesign, Inc.
for The Town of Matthews and The Economic Development
Committee, Matthews Chamber of Commerce

June 14, 1995



Street Types

- 
Type I
 Retail/Office
- 
Type II
 Office/Residential
- 
Type III
 Residential
- Type IV**
 Historic/Protected
- 
 A. Urban
 
 B. Rural
- 
Proposed Streets

SCALE: 1" = 300'
 0 300 600 900 1200



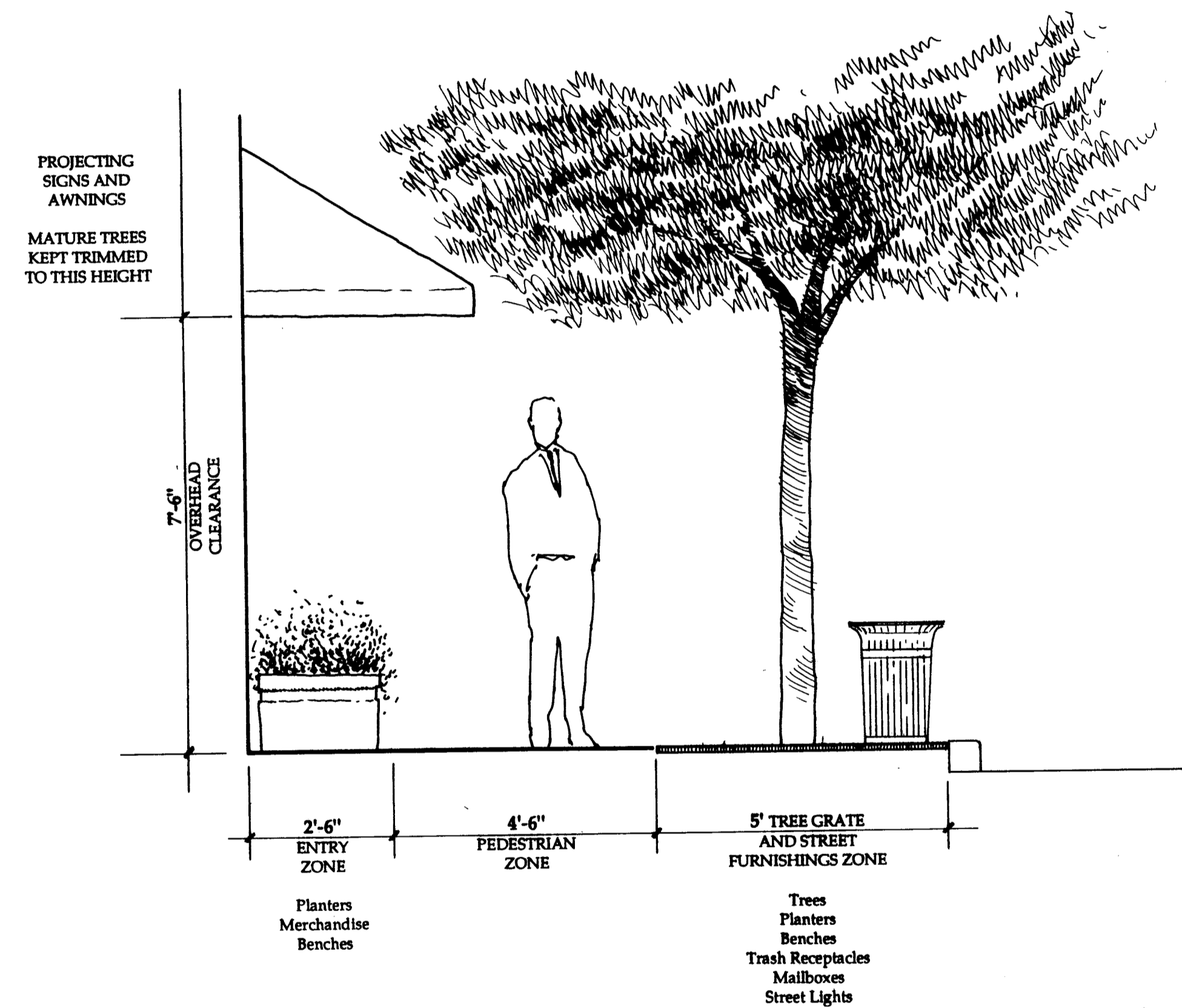
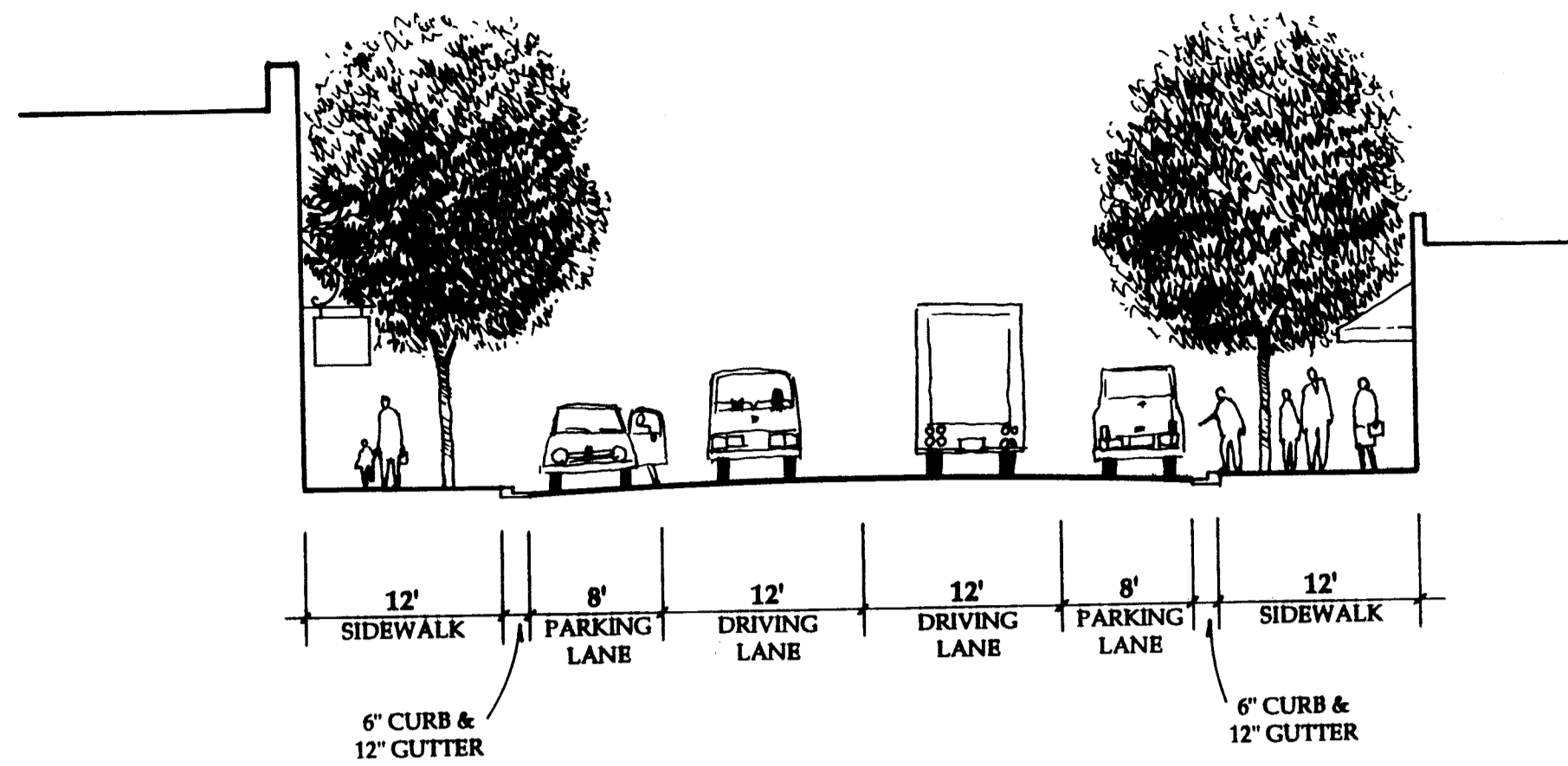
LAND DESIGN INC.
 Landscape Architecture Land Planning
 Urban Design
 170 East Boulevard, Charlotte, NC 28205
 704.333.0025

Streetscape Classification Plan

1

SHEET #

MATTHEWS 2000 TOWN OF MATTHEWS, NORTH CAROLINA



Sidewalk Section

Scale: 1/4"=1'-0"

Type I - Retail/Office

Location

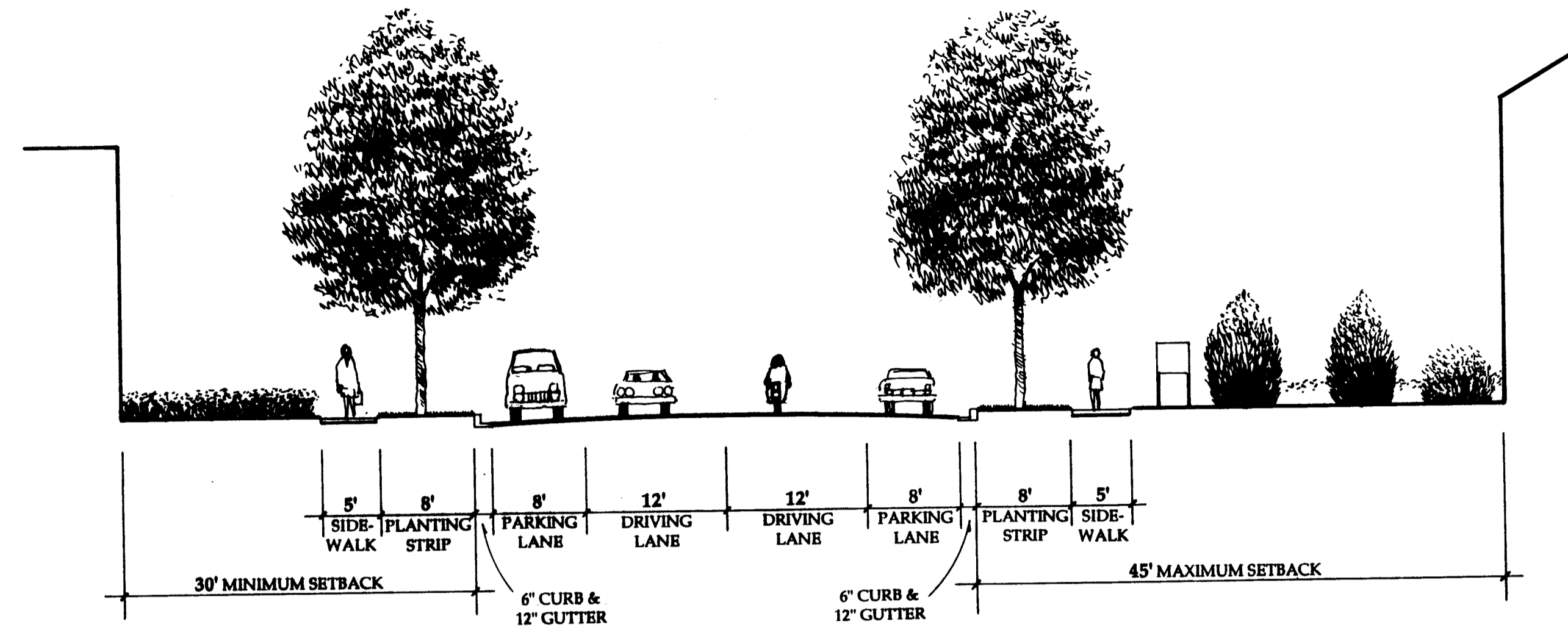
- Existing shopping area on N. Trade Street (4 lane)
- Possible future infill development in adjacent areas such as Depot Area (2 lane)

Uses

- Retail and office
- Potential for 2nd-story residential

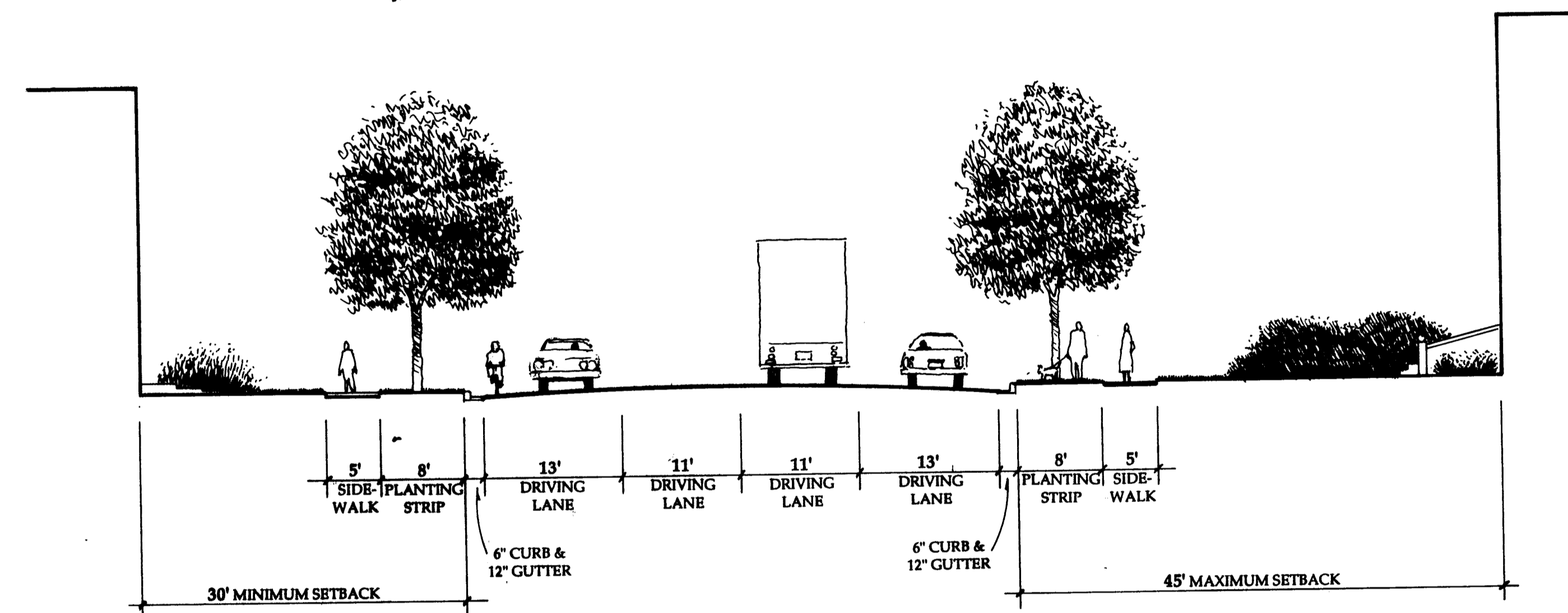
Characteristics

- Center of town, more densely developed
- Pedestrian-oriented; wide sidewalks at street edge
- Buildings connected or placed close together
- Building face meets sidewalk; no setback
- Use of benches and planters; strategic planting of trees



Two Lane

Setbacks for Type II Office Residential streets changed to 20' minimum, 30' maximum 9.8.08



Four Lane

Type II - Office/Residential

Location

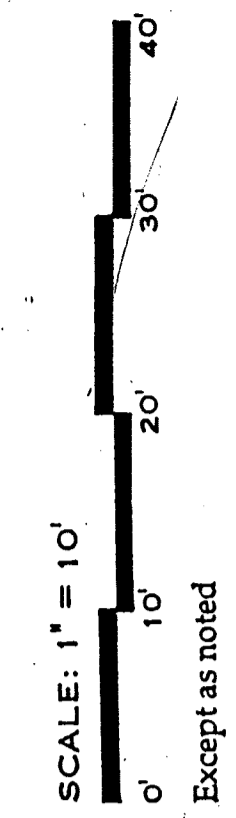
- Existing business areas outside of downtown core (such as W. John Street)
- Residential areas that may be converted (partially or entirely) to office use

Uses

- Primarily office and residential; may contain some retail

Characteristics

- Buildings set back from street
- Parking behind or alongside building; screened from street
- Planting strip between street and sidewalk
- Continuous street tree planting



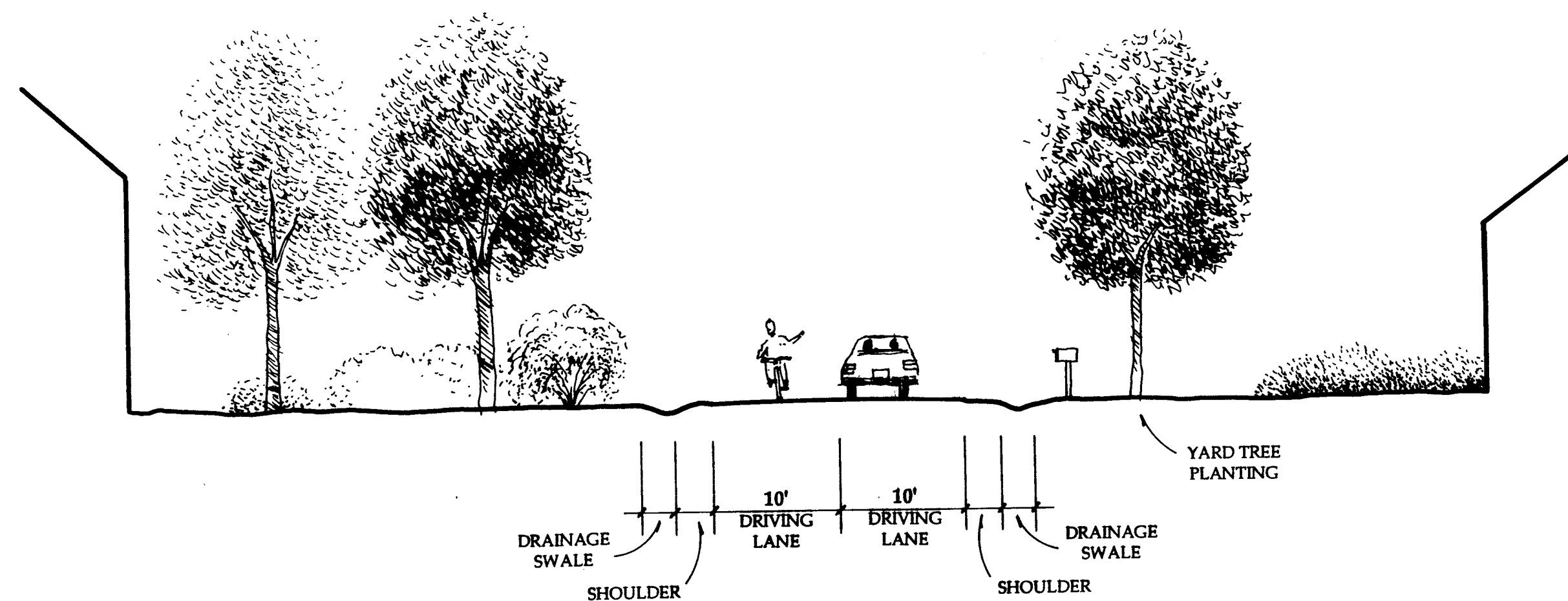
Land Design Inc.
Landscape Architecture Land Planning
Urban Design
1701 East Boulevard, Charlotte, NC 28203
704-333-0325

Street Types Sections and General Characteristics

TOWN OF MATTHEWS, NORTH CAROLINA

MATTHEWS 2000

2
SHEET #



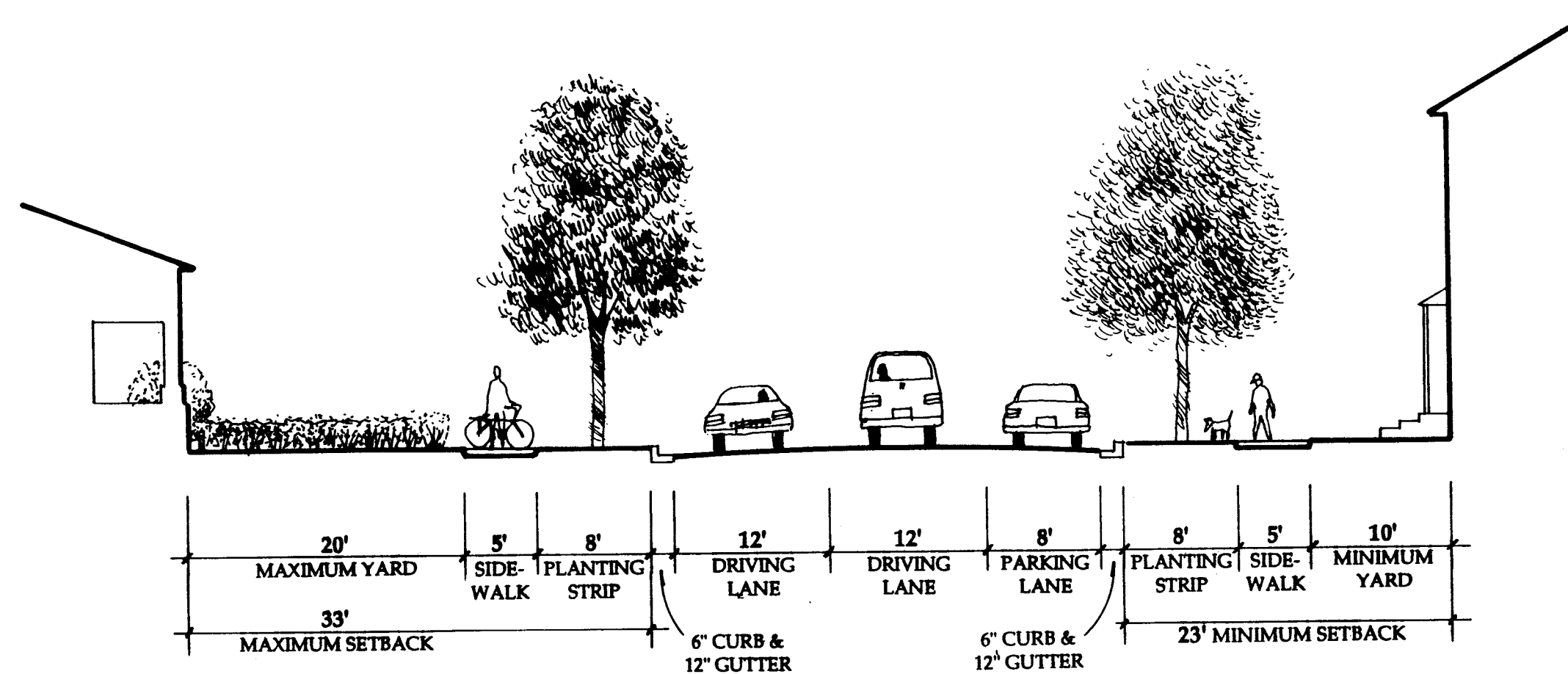
Type III.A - Suburban Residential

Location

- Existing residential streets outside of business district.
- Future residential streets outside of business district.

Characteristics

- Two lane, no curb and gutter
- No consistent street tree planting or lighting



Type III.B - Urban Residential

Location

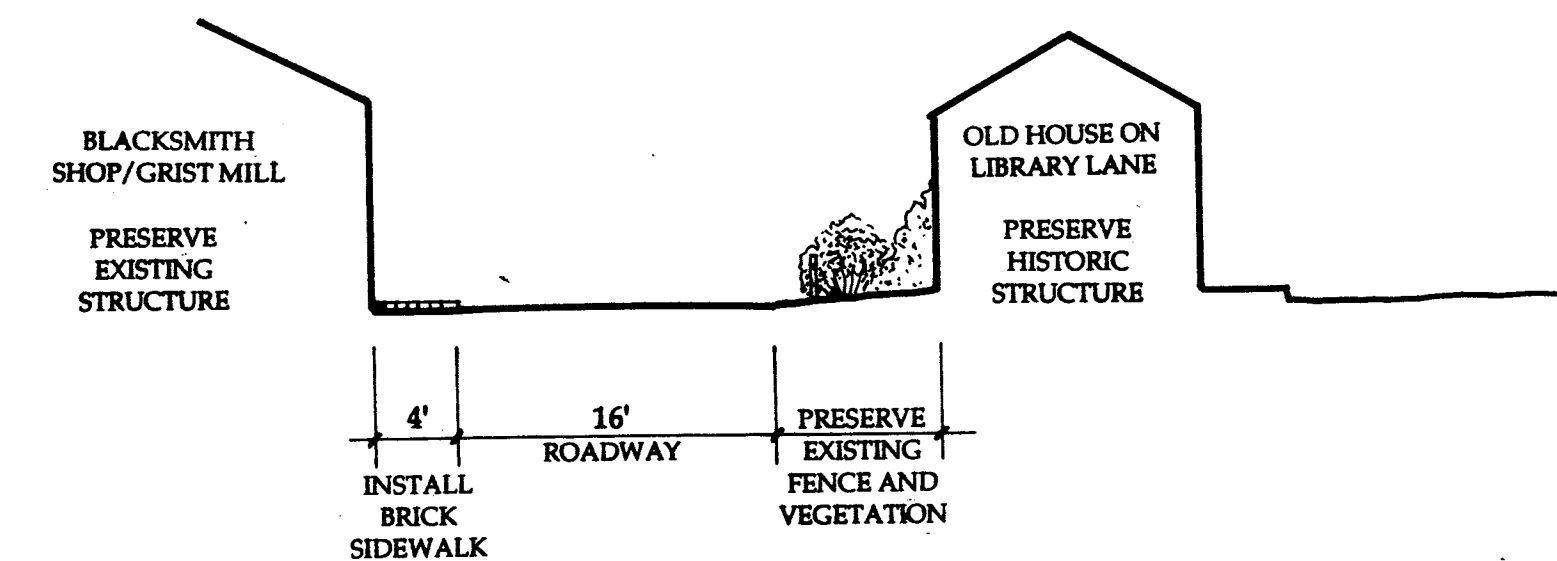
- Infill residential development in downtown core or in areas adjacent to downtown core

Uses

- High to medium-density residential -- multi-family and attached housing

Characteristics

- Minimal building setback
- Planting strip, consistent tree planting
- Parking lane on one side of street



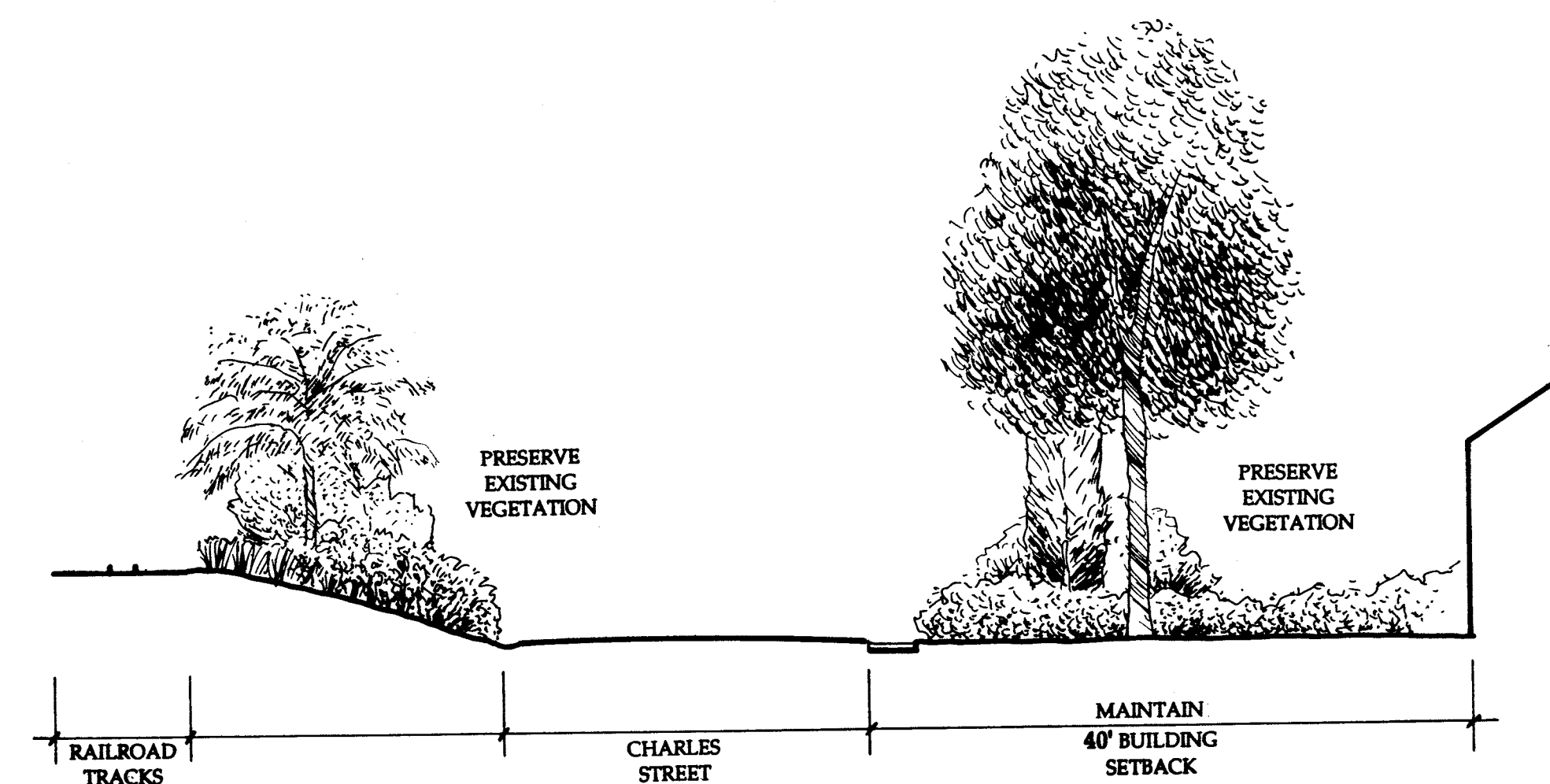
Type IV.A - Historic/Protected-Urban

Location

- Library Lane
- Charles Street north of Trade Street
- Link from Trade Street to Library Lane

Characteristics

- Use of brick paving for sidewalks
- Preservation of historic structures
- Preservation of significant trees



Type IV.B - Historic/Protected-Rural

Location

- Charles Street south of Trade Street

Characteristics

- Substantial building setback to preserve view south from Trade Street
- Preservation of existing vegetation

SCALE: 1" = 300'
0' 300' 600' 900' 1200'



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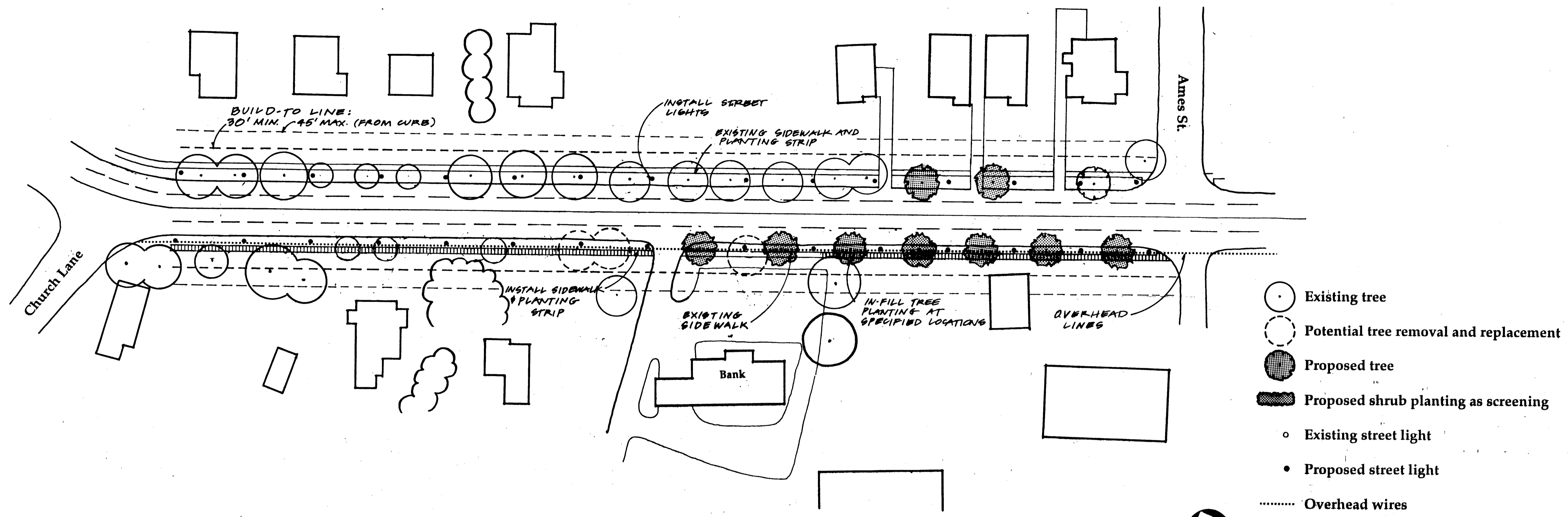
Street Types Sections and General Characteristics

TOWN OF MATTHEWS, NORTH CAROLINA

MATTHEWS 2000








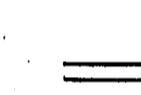
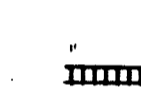
3

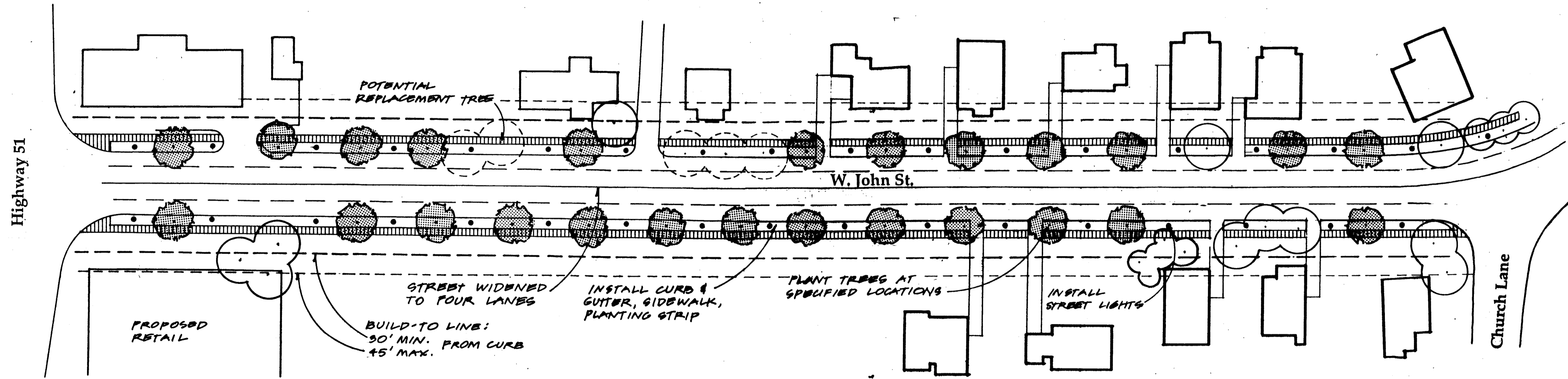
SHEET #



Type II
Office/Residential

W. John Street

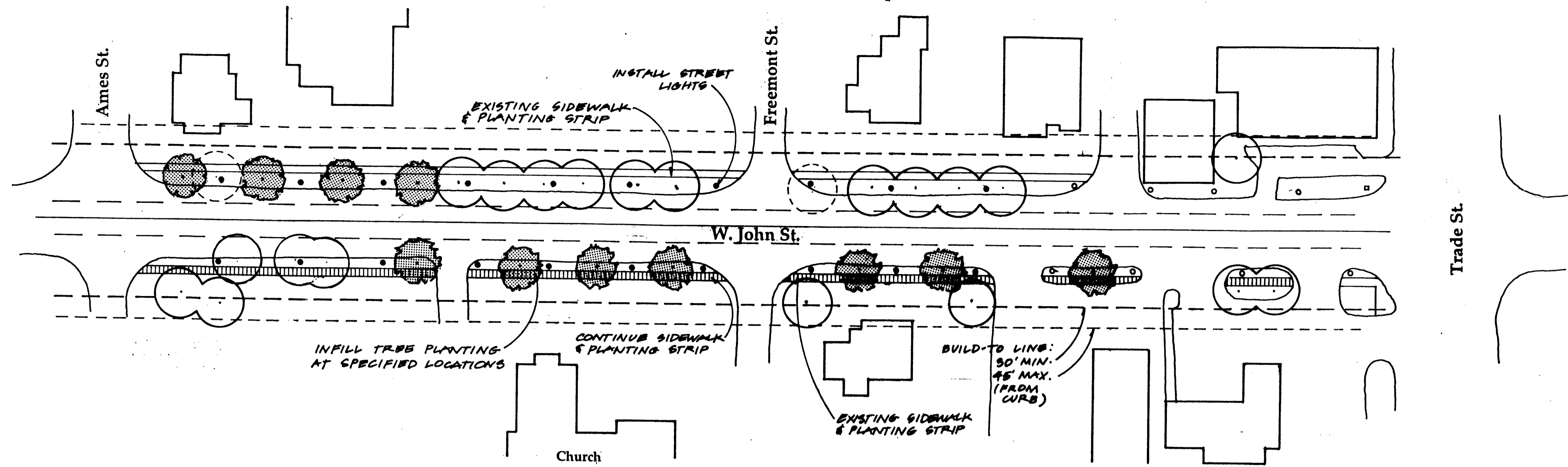
-  Existing tree
-  Potential tree removal and replacement
-  Proposed tree
-  Proposed shrub planting as screening
-  Existing street light
-  Proposed street light
-  Overhead wires
-  Existing sidewalk
-  Proposed sidewalk



Type II
Office/Residential

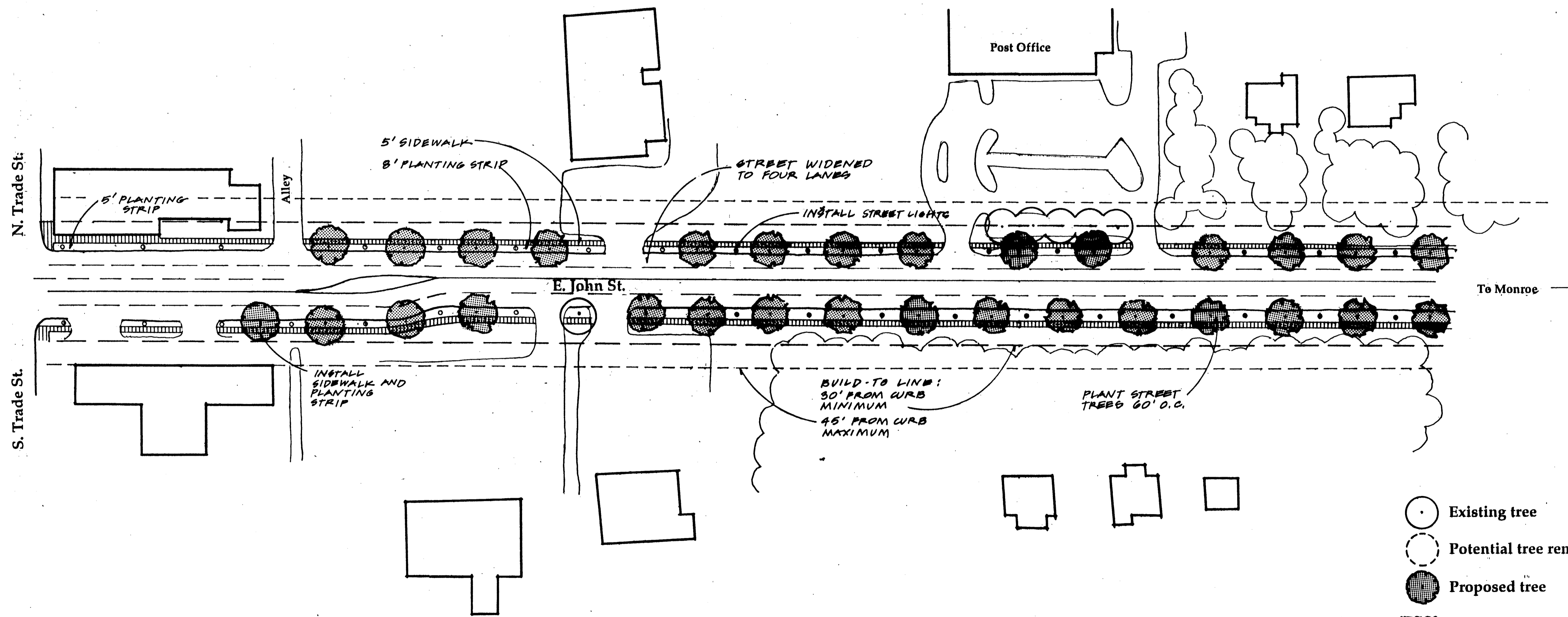
W. John Street

Streetscape Improvements
Existing Streets










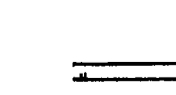

Type II
Office/Residential

W. John Street

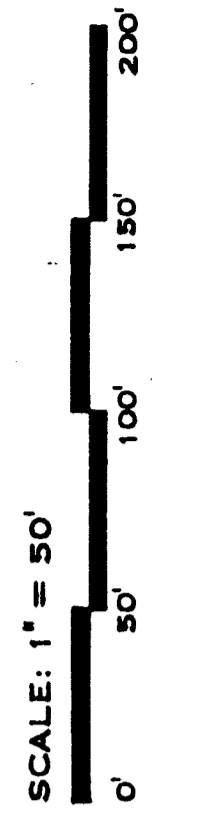


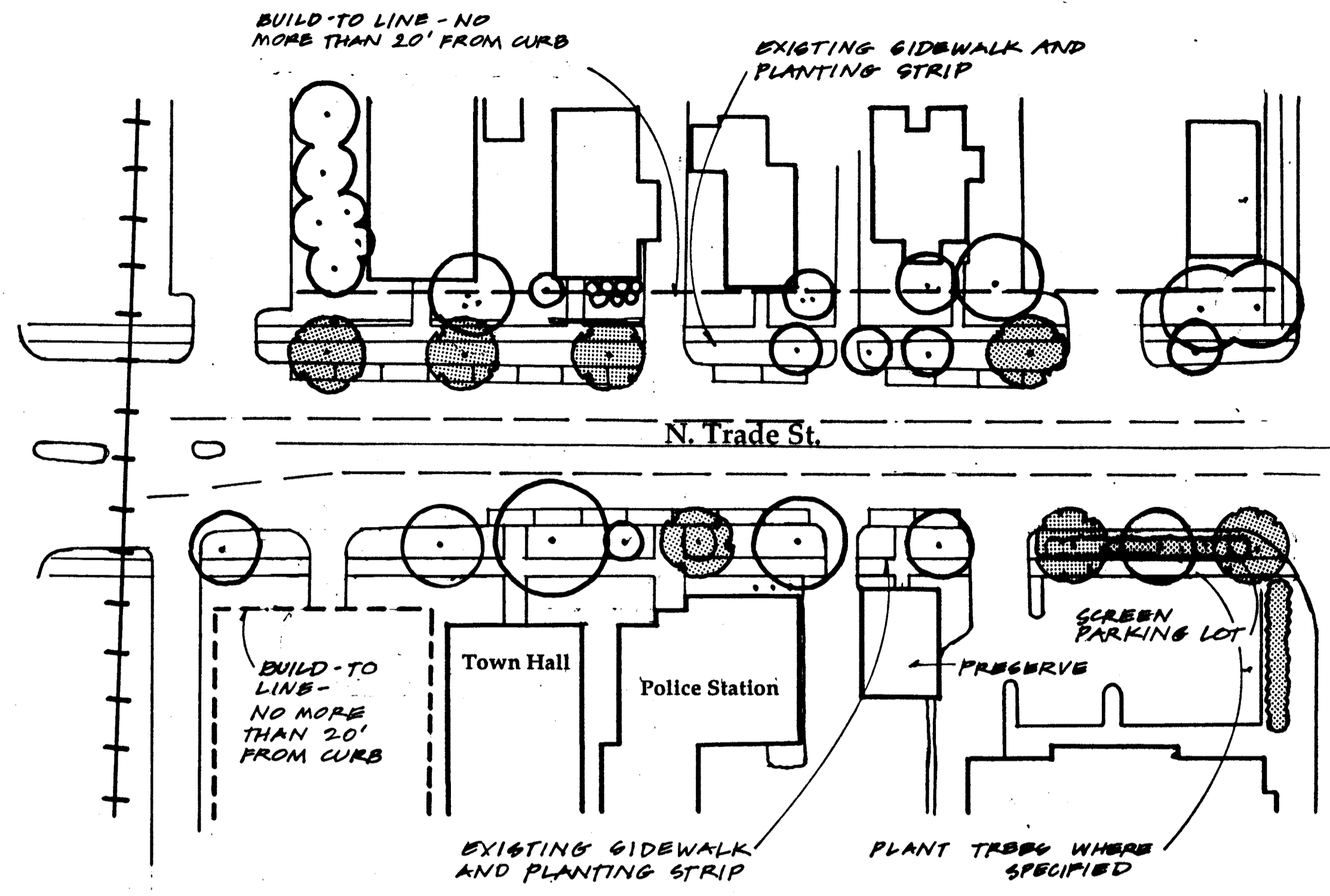
Type II
Office/Residential

E. John Street

-  Existing tree
-  Potential tree removal and replacement
-  Proposed tree
-  Proposed shrub planting as screening
-  Existing street light
-  Proposed street light
-  Overhead wires
-  Existing sidewalk
-  Proposed sidewalk

Streetscape Improvements
Existing Streets

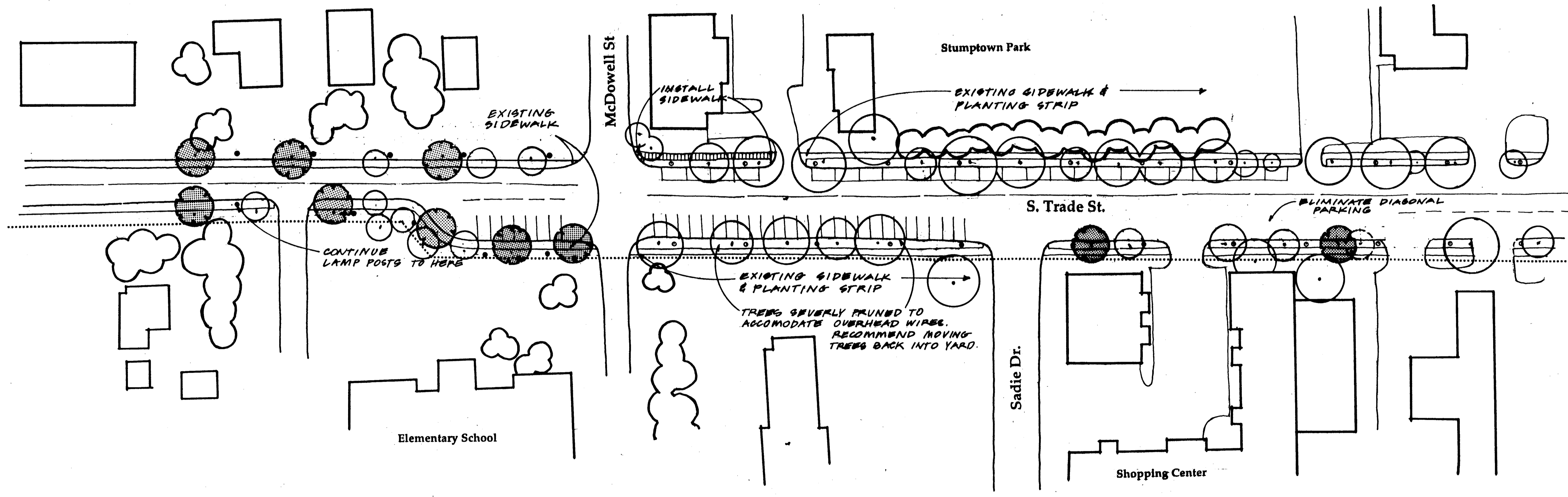




Type I
Retail/Office

N. Trade Street

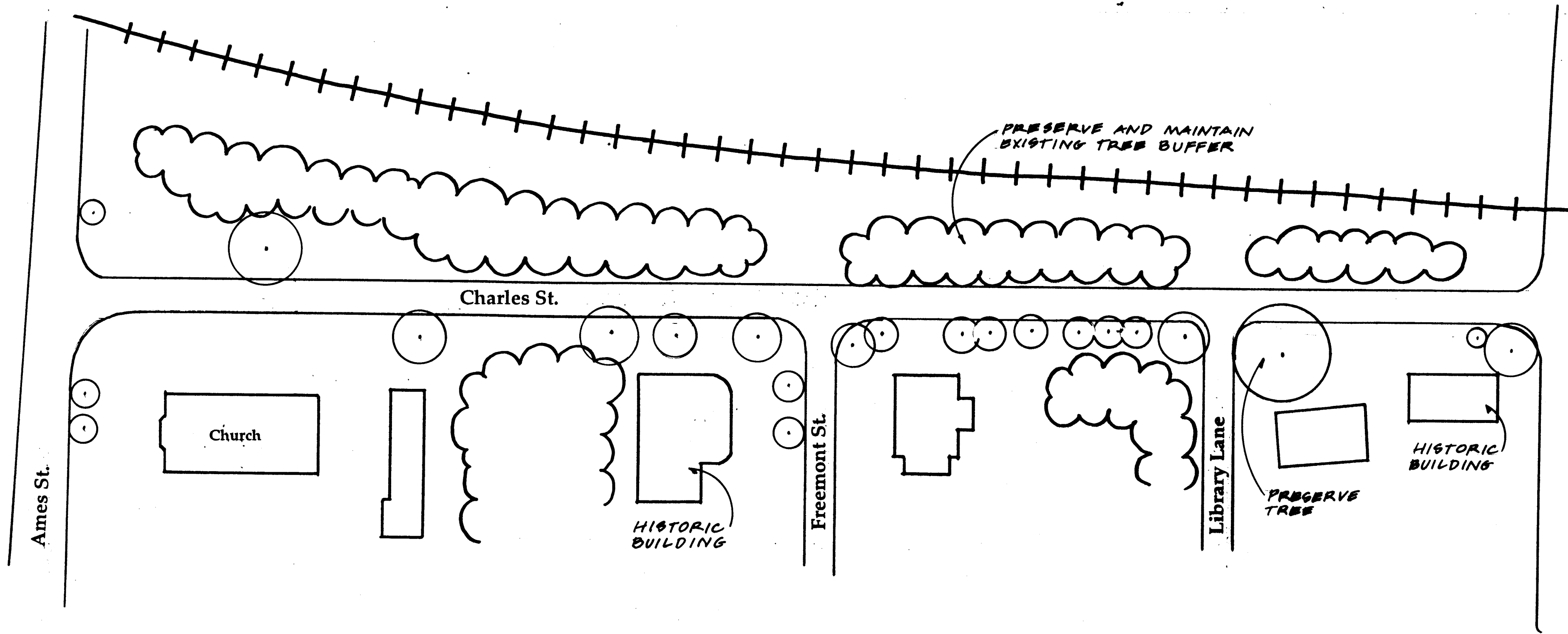
- Existing tree
- Potential tree removal and replacement
- Proposed tree
- Proposed shrub planting as screening
- Existing street light
- Proposed street light
- Overhead wires
- Existing sidewalk
- Proposed sidewalk












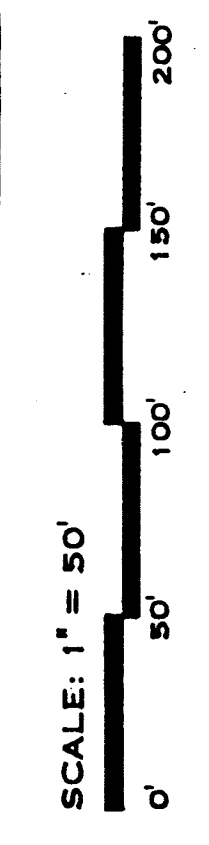
Type II
Office/Residential

S. Trade Street

Streetscape Improvements
Existing Streets

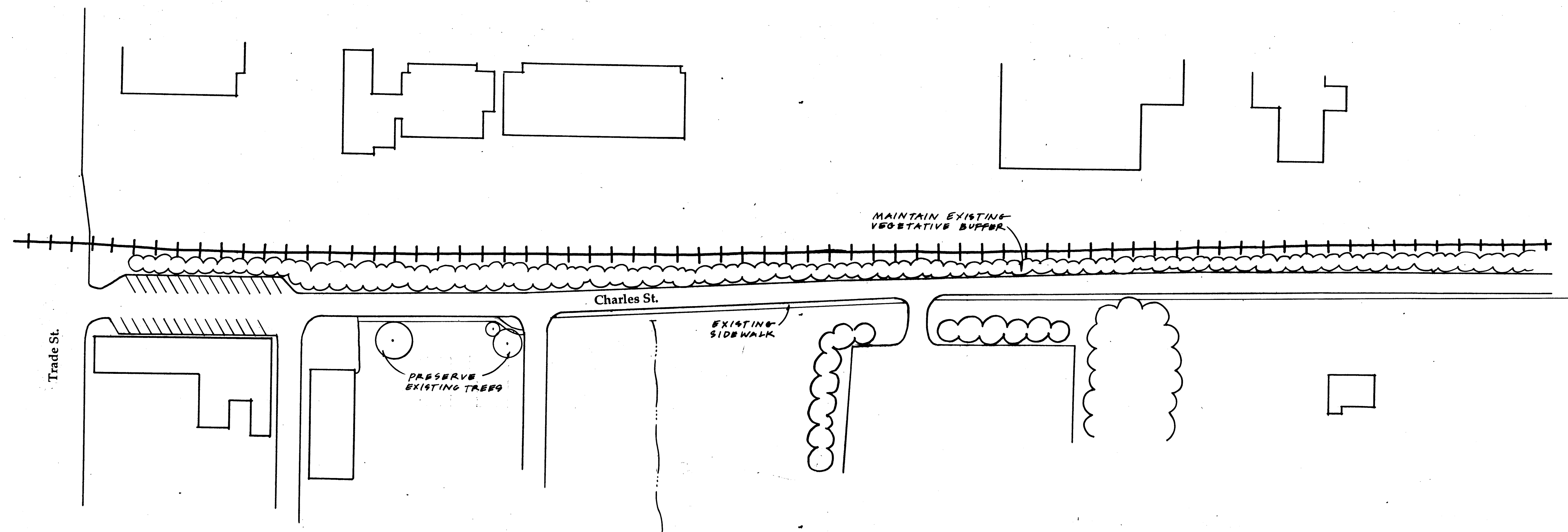


-  Existing tree
-  Potential tree removal and replacement
-  Proposed tree
-  Proposed shrub planting as screening
-  Existing street light
-  Proposed street light
-  Overhead wires
-  Existing sidewalk
-  Proposed sidewalk



Type IV
 Historic/Protected

Charles Street



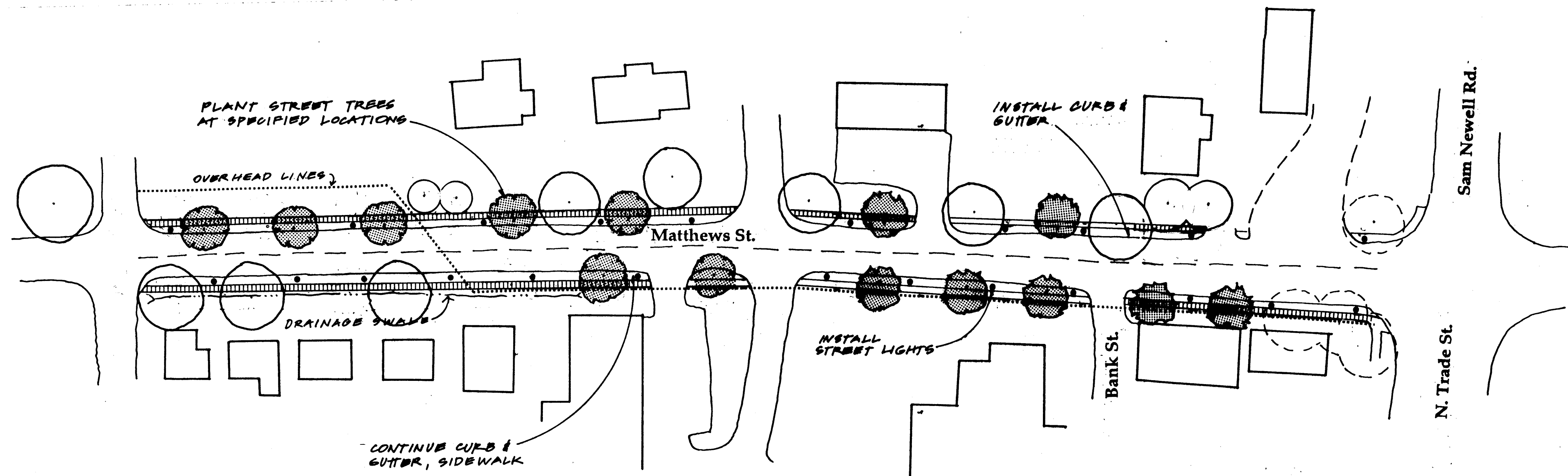
Type IV
 Historic/Protected

Charles Street



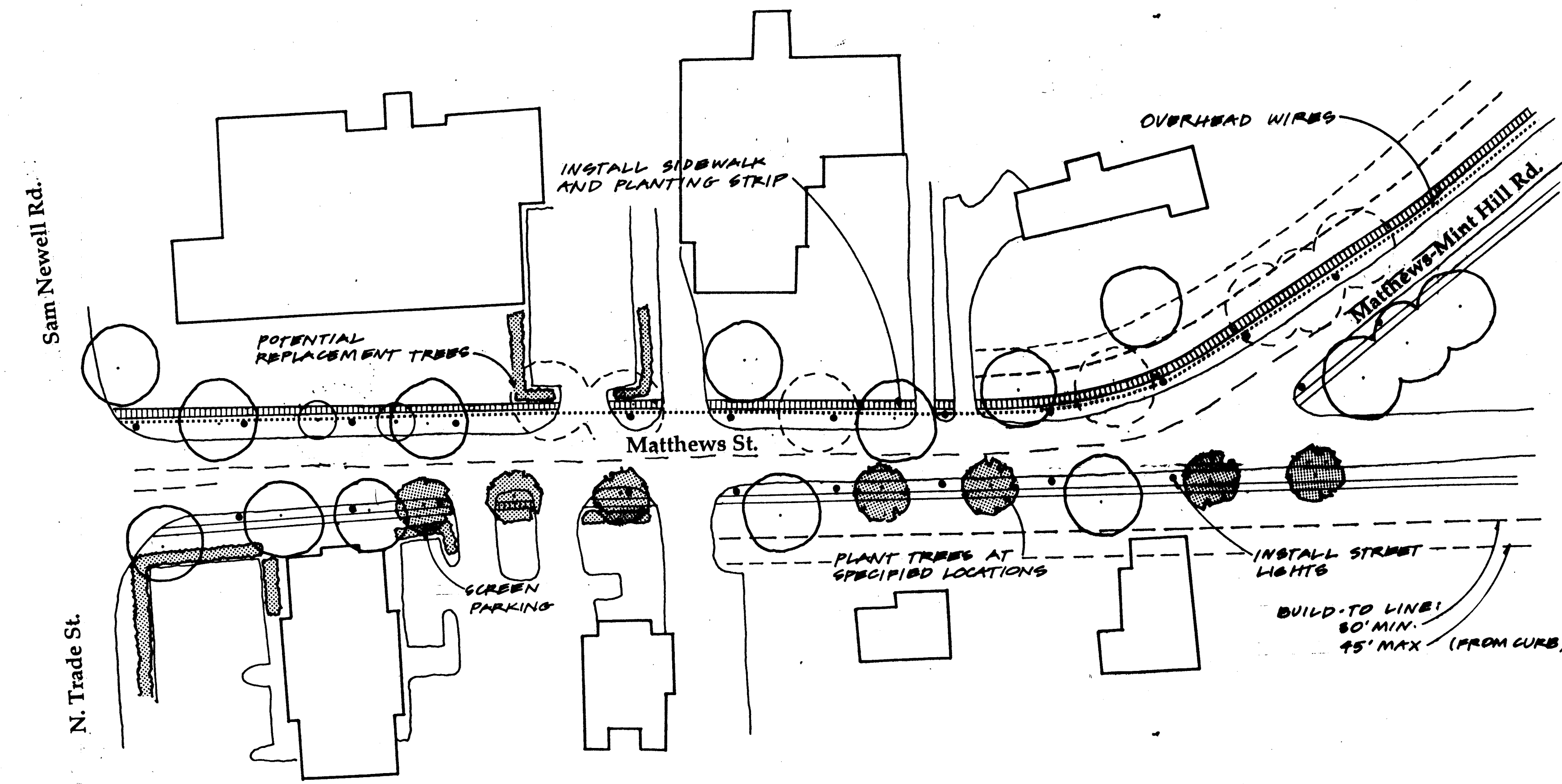
Streetscape Improvements
 Existing Streets

7
 SHEET #












Type I
Retail/Office

Matthews Street

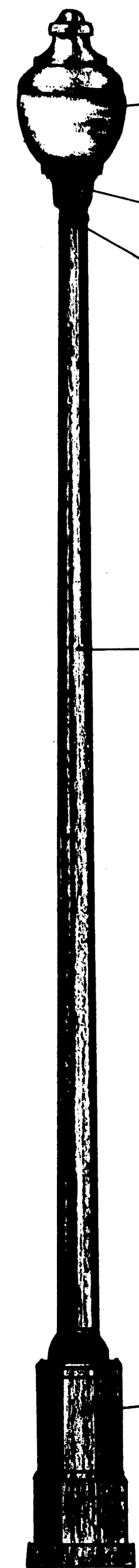


Type II
Office/Residential

Matthews Street

-  Existing tree
-  Potential tree removal and replacement
-  Proposed tree
-  Proposed shrub planting as screening
-  Existing street light
-  Proposed street light
-  Overhead wires
-  Existing sidewalk
-  Proposed sidewalk

Streetscape Improvements
Existing Streets



UV Stabilized Polycarbonate Refractor Globe (Type III)

Porcelain Socket (Medium Base)

Cast Aluminum Waterproof Ballast Enclosure with Removable Access Door (150W HPS, 120V)

3" I.D. Slip Fitter Stainless Steel Fasteners

Single Outlet Installed 6' from Top of Pole

Fixture Dimensions Height: 35 1/4' Width: 16 7/8'

Black Polyester Powdercoat Finish

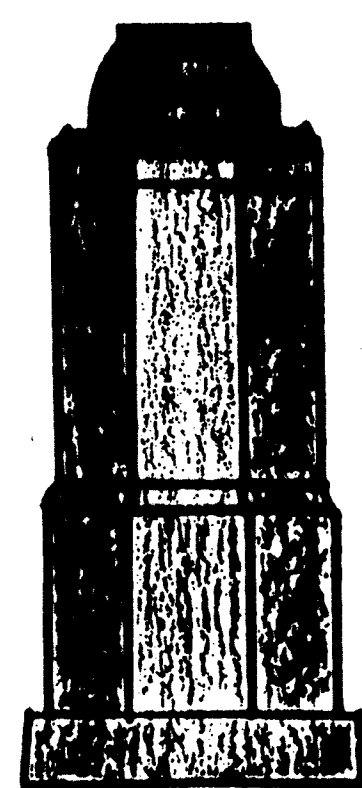
12'-0" Aluminum Post 4' to 3' Taper .125" Wall Thickness

12 3/4" Dia. Bolt Circle 4 Holes - 90° Apart

Base Width: 10 1/2' x 11'

Base Cover: 11 1/2' sq.

Access Door



Street Lamp from Hadco
Fixture and pole S5699
Cast aluminum,
black finish, \$1200.00

Base for Street Lamp
from Hadco, \$350.00



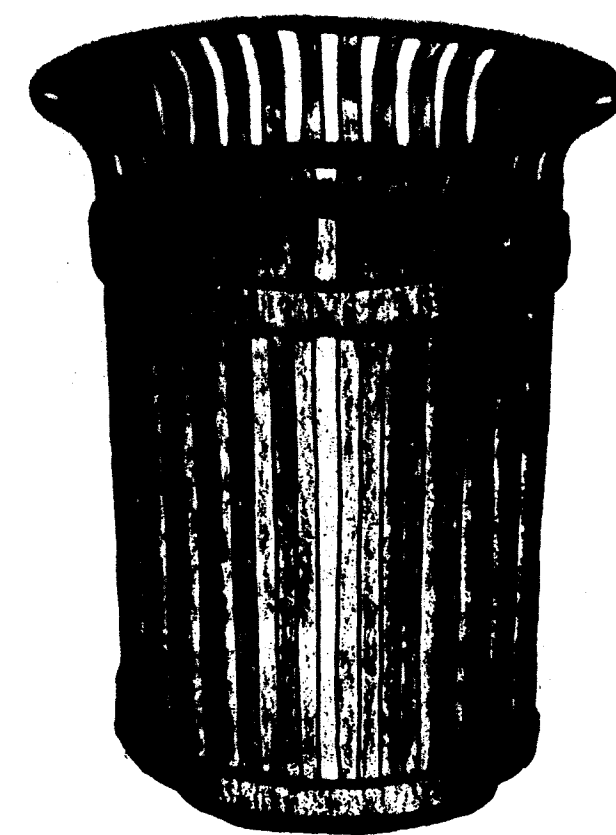
Street Tree
Japanese Zelkova, \$300.00



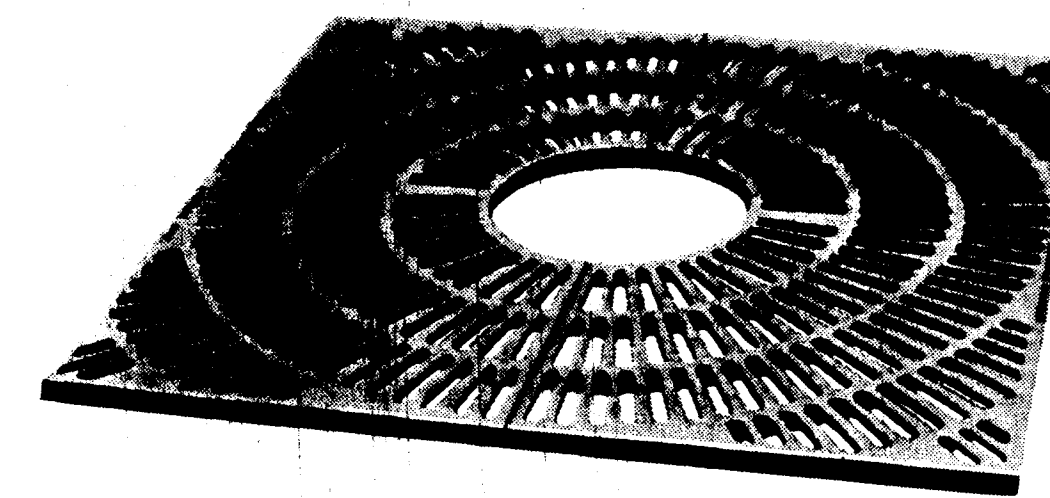
Street Tree
Red Maple, \$500.00



Street Tree
Willow Oak, \$500.00



Trash Receptacle
Steel, 32 gallon, black finish, \$500.00



Tree grate from Neenah
Cast Iron, 5' square, expandable, \$550.00



Refurbish and/or replace
existing planters; restrict
use to commercial locations.

Streetscape Details