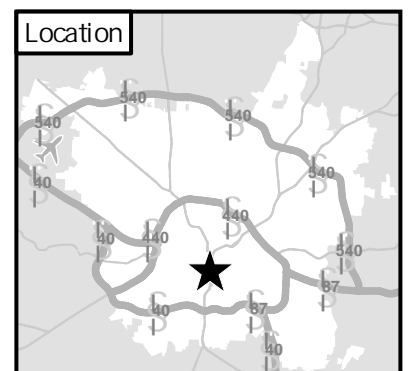


Property	215 N Dawson St; 300 & 308 W Jones St
Size	2.02 acres
Existing Zoning	DX-12-UG
Requested Zoning	DX-40-UG-CU





# Rezoning Application and Checklist

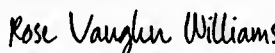
Planning and Development Customer Service Center • One Exchange Plaza, Suite 400 | Raleigh, NC 27601 | 919-996-2500

Please complete all sections of the form and upload via the Permit and Development Portal ([permitportal.raleighnc.gov](http://permitportal.raleighnc.gov)). Please see page 11 for information about who may submit a rezoning application. A rezoning application will not be considered complete until all required submittal components listed on the Rezoning Checklist have been received and approved. For questions email [rezoning@raleighnc.gov](mailto:rezoning@raleighnc.gov).

Rezoning Request			
Rezoning Type	<input type="checkbox"/> General use	<input checked="" type="checkbox"/> Conditional use	<input type="checkbox"/> Master plan
	<input type="checkbox"/> Text change to zoning conditions		
Existing zoning base district: DX		Height: 12	Frontage: UG
Proposed zoning base district: DX		Height: 40	Frontage: UG
Overlay(s): N/A			
<b>Helpful Tip:</b> <a href="#">View the Zoning Map</a> to search for the address to be rezoned, then turn on the 'Zoning' and 'Overlay' layers.			
If the property has been previously rezoned, provide the rezoning case number: Z-27B-2014			

General Information		
Date:	Date amended (1):	Date amended (2):
Property address: 215 N. Dawson Street; 300 W Jones Street; & 308 W Jones Street		
Property PIN: 1704506370; 1704507047; & 1704506029		
Deed reference (book/page): 3599/753; 3124/451; & 6465/859		
Nearest intersection: N Dawson Street & W Lane Street		Property size (acres): 2.02 acres
For planned development applications only:	Total units: N/A	Total square footage: N/A
	Total parcels: N/A	Total buildings: N/A
Property owner name and address: North Carolina League of Municipalities; 434 Fayetteville St., Suite 1900, Raleigh NC 27601		
Property owner email: <a href="mailto:c/o_rwilliams@nclm.org">c/o_rwilliams@nclm.org</a>		
Property owner phone: 919-715-2911		
Applicant name and address: Jamie Schwedler; 301 Fayetteville Street, Suite 1400, Raleigh, NC 27601		
Applicant email: <a href="mailto:jamieschwedler@parkerpoe.com">jamieschwedler@parkerpoe.com</a>		
Applicant phone: (919) 835-4529		
Applicant signature(s):		
Additional email(s):		

North Carolina League of Municipalities,  
an unincorporated nonprofit association

DocuSigned by:  
  
 By: 56403C41EECA46B  
 Rose Vaughn Williams, Executive Director

**RECEIVED**

By Sean Stewart at 9:40 am, Jun 01, 2023

REVISION 10.27.20

[raleighnc.gov](http://raleighnc.gov)

Conditional Use District Zoning Conditions		
Zoning case #:	Date submitted:	OFFICE USE ONLY Rezoning case #
Existing zoning: DX-12-UG	Proposed zoning: DX-40-UG-CU	

**Narrative of Zoning Conditions Offered**

1. The following Principle Uses as listed in UDO Section 6.1.4 that are permitted, limited, or special uses in the DX- District shall be prohibited: adult establishment, passenger terminal, vehicle fuel sales (excluding vehicle charging stations), detention center, jail, prison, and self-service storage.

The property owner(s) hereby offers, consents to, and agrees to abide, if the rezoning request is approved, the conditions written above. All property owners must sign each condition page. This page may be photocopied if additional space is needed.

North Carolina League of Municipalities,  
an unincorporated nonprofit association

**RECEIVED**  
*By Sean Stewart at 9:40 am, Jun 01, 2023*

DocuSigned by:  
*Rose Vaughn Williams*  
By: \_\_\_\_\_  
50403C41EECA46B...  
Rose Vaughn Williams, Executive Director

Rezoning Application Addendum #1	
Comprehensive Plan Analysis	<b>OFFICE USE ONLY</b> Rezoning case # _____
The applicant is asked to analyze the impact of the rezoning request and its consistency with the Comprehensive Plan. The applicant is also asked to explain how the rezoning request is reasonable and in the public interest.	
Statement of Consistency	
Provide brief statements regarding whether the rezoning request is consistent with the future land use designation, the urban form map, and any applicable policies contained within the 2030 Comprehensive Plan.	
See attached addendum.	
Public Benefits	
Provide brief statements explaining how the rezoning request is reasonable and in the public interest.	
See attached addendum.	

**Rezoning Application Addendum #2**

**Impact on Historic Resources**

The applicant is asked to analyze the impact of the rezoning request on historic resources. For the purposes of this section, a historic resource is defined as any site, structure, sign, or other feature of the property to be rezoned that is listed in the National Register of Historic Places or designated by the City of Raleigh as a landmark or contributing to a Historic Overlay District.

**OFFICE USE ONLY**  
Rezoning case #

\_\_\_\_\_

**Inventory of Historic Resources**

List in the space below all historic resources located on the property to be rezoned. For each resource, indicate how the proposed zoning would impact the resource.

There are no known historic resources located on the property.

**Proposed Mitigation**

Provide brief statements describing actions that will be taken to mitigate all negative impacts listed above.

N/A

Rezoning Checklist (Submittal Requirements)					
To be completed by Applicant			To be completed by staff		
General Requirements – General Use or Conditional Use Rezoning	Yes	N/A	Yes	No	N/A
1. I have referenced this <b>Rezoning Checklist</b> and by using this as a guide, it will ensure that I receive a complete and thorough first review by the City of Raleigh	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Pre-application conference.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Neighborhood meeting notice and report	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Rezoning application review fee (see <a href="#">Fee Guide</a> for rates).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Completed application submitted through Permit and Development Portal	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Completed Comprehensive Plan consistency analysis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Completed response to the urban design guidelines	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Two sets of stamped envelopes addressed to all property owners and tenants of the rezoning site(s) and within 500 feet of area to be rezoned.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Trip generation study	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Traffic impact analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>For properties requesting a Conditional Use District:</b>					
11. Completed zoning conditions, signed by property owner(s).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>If applicable, see page 11:</b>					
12. Proof of Power of Attorney or Owner Affidavit.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>For properties requesting a Planned Development or Campus District:</b>					
13. Master plan (see Master Plan submittal requirements).	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>For properties requesting a text change to zoning conditions:</b>					
14. Redline copy of zoning conditions with proposed changes.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Proposed conditions signed by property owner(s).	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Master Plan (Submittal Requirements)					
To be completed by Applicant			To be completed by staff		
General Requirements – Master Plan	Yes	N/A	Yes	No	N/A
1. I have referenced this <b>Master Plan Checklist</b> and by using this as a guide, it will ensure that I receive a complete and thorough first review by the City of Raleigh.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Total number of units and square feet	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 12 sets of plans	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Completed application; submitted through Permit & Development Portal	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Vicinity Map	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Existing Conditions Map	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Street and Block Layout Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. General Layout Map/Height and Frontage Map	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Description of Modification to Standards, 12 sets	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Development Plan (location of building types)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Pedestrian Circulation Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Parking Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Open Space Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Tree Conservation Plan (if site is 2 acres or more)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Major Utilities Plan/Utilities Service Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Generalized Stormwater Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Phasing Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Three-Dimensional Model/renderings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Common Signage Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Who Can Initiate a Zoning Request?

If requesting to down-zone property, the rezoning application must be signed by all the property owners whose property is subject to the downzoning. Downzoning is defined as a zoning ordinance that affects an area of land in one of the following ways:

1. By decreasing the development density of the land to be less dense than was allowed under its previous usage.
2. By reducing the permitted uses of the land that are specified in a zoning ordinance or land development regulation to fewer uses than were allowed under its previous usage.

If requesting to rezone property to a conditional district, the rezoning application must be signed by all owners of the property to be included in the district. For purposes of the application only (not the zoning conditions), the City will accept signatures on behalf of the property owner from the following:

1. the property owner;
2. an attorney acting on behalf of the property owner with an executed power of attorney; or
3. a person authorized to act on behalf of the property owner with an executed owner's affidavit.

An owner's affidavit must be made under oath, properly notarized and, at a minimum, include the following information:

- The property owner's name and, if applicable, the property owner's title and organization name.
- The address, PIN and Deed Book/Page Number of the property.
- A statement that the person listed as the property owner is the legal owner of the property described.
- The name of the person authorized to act on behalf of the property owner as the applicant. If applicable, the authorized person's title and organization name.
- A statement that the property owner, as legal owner of the described property, hereby gives authorization and permission to the authorized person, to submit to the City of Raleigh an application to rezone the described property.
- A statement that the property owner understands and acknowledges that zoning conditions must be signed, approved and consented to by the property owner.
- The property owner's signature and the date the property owner signed the affidavit.

If requesting to rezone property to a general use district that is not a down-zoning, the rezoning application may be signed, for the purpose of initiating the request, by property owners or third-party applicants.



April 28, 2023

**Re: Notice of Neighborhood Meeting**

Neighboring Property Owners and Residents:

You are invited to attend a neighborhood meeting on May 8, 2023, from 6:30-7:30pm at the Pullen Park Community Center located at 408 Ashe Avenue, Raleigh, NC 27607. The purpose of the meeting is to discuss an upcoming application to rezone 3 parcels of land located at 215 N. Dawson Street (PIN: 1704506370), 300 W. Jones Street (PIN: 1704507047), and 308 W. Jones Street (PIN: 1704506029) (the "Site").

The Site is currently zoned Downtown Mixed Use-12 Stories-Urban General Frontage (DX-12-UG), and is proposed to be rezoned to Downtown Mixed Use-40 Stories-Urban General Frontage- w/ Conditions (DX-40-UG-CU) . During the meeting, the applicant will describe the nature of the request and field any questions from the public. Enclosed are: (1) a vicinity map outlining the location of the parcels; and (2) a current zoning map of the subject area.

Prior to the submittal of any rezoning application, the City of Raleigh requires that a neighborhood meeting be held for all property owners and tenants within 500 feet of the area requested for rezoning. For this meeting, the notice is being provided to all neighbors within 1000 feet of the Property. Any landowner or tenant who is interested in learning more about this project is invited to attend. Information about the rezoning process is available online; visit [www.raleighnc.gov](http://www.raleighnc.gov) and search for "Rezoning Process." If you have further questions about the rezoning process, please contact:

Robert Tate  
Raleigh Planning & Development  
(919) 996-2235  
[robert.tate@raleighnc.gov](mailto:robert.tate@raleighnc.gov)

If you have any questions about this request, please contact me at (919) 835-4529 or via email at [jamieschwedler@parkerpoe.com](mailto:jamieschwedler@parkerpoe.com).

Thank you,

Jamie Schwedler

## SUMMARY OF ISSUES

A neighborhood meeting was held on May 8, 2023 (date) to discuss a potential rezoning located at 215 N. Dawson Street, 300 W Jones Street, & 308 W Jones Street (property address). The neighborhood meeting was held at Pullen Community Center (location). There were approximately 6 (number) neighbors in attendance. The general issues discussed were:

Summary of Issues:

Presentation by the applicant team to introduce the vision for project, the rezoning request, and describe the rezoning process
Discussion of building height and potential impact to surrounding properties
Discussion of ground floor retail options and potential tenant options
Discussion of parking requirements and traffic impacts
Discussion of pedestrian features and options to create a walkable development
Discussion of project timeline



N DAWSON STREET REZONING – APPLICATION ADDENDUM #1

STATEMENT OF CONSISTENCY

*Provide brief statements regarding whether the rezoning request is consistent with the future land use designation, the urban form map, and any applicable policies contained within the 2030 Comprehensive Plan.*

1. The subject property is designated as “Central Business District” in the Future Land Use Map (“FLUM”), which is the “heart of the city, supporting a mix of high-intensity office, retail, housing...and entertainment uses.” 2030 Comprehensive Plan, p. 3-11. The FLUM states that DX should be the primary district for the mixed-use core of downtown and that “heights in the downtown could reach as high as 40 stories in the core, but would taper down to meet the adjacent neighborhoods at a height of three to four stories.” The property sits squarely in the core of downtown, there are no neighborhoods adjacent to the site, and the proposed zoning allows for a mix of uses consistent with those contemplated in the Central Business District. Therefore, the 40 story height designation is appropriate, and the proposed DX-40 zoning directly conforms with the FLUM designation.

2. The site is within the Downtown area on the Urban Form Map. An urban approach to frontage is recommended throughout Downtown. It is also within a Frequent Transit Area on the Urban Form Map, which are areas within a half mile of corridors proposed for bus rapid transit or within a quarter-mile of other frequent transit routes. An urban frontage is recommended in Frequent Transit Areas. 2030 Comprehensive Plan, p. 11-4. The proposed Urban General Frontage Designation is consistent with the recommendations of the Urban Form Map.

3. The proposed rezoning is consistent with the following policies of the Land Use Element (“LU”) of the 2030 Comprehensive Plan:

a. **Policy LU 1.2 – Future Land Use Map and Zoning Consistency**, *The Future Land Use Map shall be used in conjunction with the Comprehensive Plan policies to evaluate zoning consistency including proposed zoning map amendments and zoning text changes.* The proposed zoning is consistent with the Central Business District designation in the Future Land Use Map.

b. **Policy LU 1.3 – Conditional Use District Consistency**, *All conditions proposed as part of a conditional use district should be consistent with the Comprehensive Plan.* The proposed conditions are consistent with the site’s FLUM designation by limiting uses to those considered appropriate for the Central Business District.

c. **Policy LU 2.2 – Compact Development**, *New development and redevelopment should use a more compact land use pattern to support the efficient provision of public services, improve the performance of transportation networks, preserve open space, and reduce the negative impacts of low intensity and noncontiguous development.* The request will allow for redevelopment of an underutilized portion of a downtown block with large areas of surface parking. The proposed zoning will reduce the negative impacts of low intensity development by allowing greater height and intensity with a mix of residential, retail, and office uses in a compact land use pattern.

d. **Policy LU 4.4 – Reducing Vehicle Miles Traveled Through Mixed-use Compact Development,** *Promote mixed-use development that provides a range of services within a short distance of residences as a way to reduce the growth of vehicle miles traveled (VMT).* The request will allow for mixed-use development on the site and increase the amount of residences that are permitted within the downtown boundary and the employment opportunities the downtown area provides.

e. **Policy LU 7.6 – Pedestrian-friendly Development,** *New and redeveloped commercial and mixed-use developments should be pedestrian-friendly.* The proposed frontage requirements activate the street, creating a pedestrian friendly-space.

4. The proposed rezoning is consistent with the following policies of the Urban Design Element (“UD”) of the 2030 Comprehensive Plan:

a. **Policy UD 1.10 – Frontage,** *Coordinate frontage across multiple sites to create cohesive places. Encourage consistency with the designations on the Urban Form Map. Development in centers and along corridors targeted for public investment in transit and walkability should use a compatible form.* A Downtown Center urban form designation suggests an urban frontage option, which is included with this request. The proposed Urban General frontage is also consistent with the surrounding area.

5. The proposed rezoning is consistent with the following policies of the Downtown Raleigh Element (“DT”) of the 2030 Comprehensive Plan:

a. **Policy DT 1.2 – Vertical Mixed Use,** *Encourage vertical mixed-use development throughout downtown, unless otherwise indicated on the Future Land Use Map.* The proposed zoning would allow for vertical mixed use development on the site, in that the heights sought would encourage ground-floor commercial use with office, hotel and/or residential above. The height designation requested will allow new development to deliver a significant amount of mixed use development with activated ground floor use in close proximity to planned transit.

b. **Policy DT 1.3 – Underutilized Sites in Downtown,** *Encourage the redevelopment of underutilized sites in downtown, including but not limited to vacant sites, surface parking lots, and brownfield sites.* The request will allow for redevelopment of significant portions of a downtown site occupied by surface parking, and develop it for greater height and intensity.

c. **Policy DT 1.6 – Supporting Retail Growth,** *Encourage the scale and intensity of development needed to strengthen downtown’s capacity to support a vibrant retail environment.* The proposed zoning will allow for vertical mixed use development on the site. The requested height and intensity will encourage ground-floor retail use with office and/or residential above.

d. **Policy DT 1.16 – High Density Development,** *Highest density development should occur along the axial streets (Hillsborough Street, Fayetteville Street, and New Bern Avenue), major streets (as identified by the Street Plan), surrounding the squares, and within close proximity to planned transit stations.* The proposed zoning will allow for

high density development along N Dawson Street, which is identified as a major street by the Street Plan.

e. **Policy DT 4.1 – Encouraging Downtown Housing**, *Encourage high-density residential development in downtown, consistent with the target of accommodating another 25,000 residents by 2030.* The proposed rezoning will allow for up to 40 stories of mixed use development including the ability to accommodate a meaningful supply of multifamily residential units. The site is cattycorner to another 40-story designation, which frames the key entry to downtown approaching from the north, and within two blocks of 40 story designations in each direction.

#### PUBLIC BENEFITS

*Provide brief statements regarding the public benefits derived as a result of the rezoning request.*

This rezoning request is reasonable and in the public interest because it will facilitate the redevelopment of an underutilized property in the core of the downtown area where the highest intensity development is most appropriate and recommended by the Comprehensive Plan.