



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). Please see page 12 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.

Rezoning Request				
Rezoning Type	☐ General use	☒ Conditional use	☐ Planned Development	OFFICE USE ONLY Rezoning case # _____
	☐ Text Change to Zoning Conditions			
Existing zoning base district:	OX	Height: 4	Frontage: UL	Overlay(s): SRPOD
Proposed zoning base district:	CX	Height: 7	Frontage: UL	Overlay(s): SRPOD
Helpful Tip: View the Zoning Map 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:				

General Information			
Date: September 1, 2026	Date amended (1):		Date amended (2):
Property address: 727 and 729 W. Morgan Street			
Property PIN: 1703382866 & 1703382817			
Deed reference (book/page): 18810/2469			
Nearest intersection: W. Morgan Street & Snow Avenue		Property size (acres): 0.33 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/Applicant*			
Printed Property Owner Name and Title: Printed Name: <u>727 West Morgan LLC c/o Claire N. Bradsher, Its Manager</u> Printed Name: _____			
Property Owner Signature(s): 727 West Morgan LLC, a North Carolina limited liability company Signed by: [REDACTED] By: _____ Claire N. Bradsher, Its Manager			
Applicant Signature (If different than Property Owner) *: Signature: [REDACTED] _____			



Contact Information	
Property Owner/Applicant*	
Name & Title:	Jamie Schwedler, Applicant
Email:	jamieschwedler@parkerpoe.com
Phone:	(919) 835-4529
Name & Title:	
Email:	
Phone:	
Point of Contact (If different than above)**	
Point of Contact Name:	
Email:	
Phone:	
Point of Contact Name:	
Email:	
Phone:	

Conditional Use District Zoning Conditions		
Zoning case #:	Date submitted: 9/1/26	OFFICE USE ONLY Rezoning case # _____
Existing zoning: OX-4-UL- w/ SRPOD	Proposed zoning: CX-7-UL-CU w/ SRPOD	

Narrative of Zoning Conditions Offered	
1.	The following uses are prohibited: adult establishment; outdoor recreation; golf course; outdoor sports or entertainment facility (>250 seats); passenger terminal; shopping center; vehicle fuel sales; vehicle sales/ rental; detention center, jail, prison; brewery, winery, distillery, cidery; light manufacturing; research & development; self-service storage; car wash; vehicle repair (minor and major); check cashing and payday loan facilities; tattoo/ body piercing parlors; taxidermists; wedding chapels.
2.	Any eating establishment or retail sales use shall be subject to the following use standards: a. Must be within or attached to a building that contains at least one other use. b. The floor area of the eating establishment use cannot exceed 5,000 square feet. c. Hours of operation can begin no earlier than 6 AM and end no later than 11 PM, including all deliveries. d. Drive-thru or drive-in facilities are not permitted.

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.

727 West Morgan LLC,
a North Carolina limited liability company

Signed by: [REDACTED]
By _____
Claire N. Bradsher, Its Manager

RECEIVED
By Diego Joao Murphy-Mendez at 4:45 pm, Sep 01, 2026

Rezoning Application Addendum #1	
Comprehensive Plan Analysis	OFFICE USE ONLY 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 #1	
Public Benefits	
Provide brief statements explaining how the rezoning request is reasonable and in the public interest.	
See attached Addendum #1	

Rezoning Application Addendum #2	
Impact on Historic Resources	OFFICE USE ONLY Rezoning case #
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.	
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.	
N/A	
Proposed Mitigation	
Provide brief statements describing actions that will be taken to mitigate all negative impacts listed above.	
N/A	

Urban Design Guidelines

The applicant must respond to the Urban Design Guidelines contained in the 2030 Comprehensive Plan if:

- a) The property to be rezoned is within a "City Growth Center" or "Mixed-Use Center", OR;
- b) The property to be rezoned is located along a "Main Street" or "Transit Emphasis Corridor" as shown on the Urban Form Map in the 2030 Comprehensive Plan.

Urban form designation:

Click [here](#) to view the Urban Form Map.

1	All Mixed-Use developments should generally provide retail (such as eating establishments, food stores, and banks), and other such uses as office and residential within walking distance of each other. Mixed uses should be arranged in a compact and pedestrian friendly form. Response: N/A
2	Within all Mixed-Use Areas buildings that are adjacent to lower density neighborhoods should transition (height, design, distance and/or landscaping) to the lower heights or be comparable in height and massing. Response: N/A
3	A mixed-use area's road network should connect directly into the neighborhood road network of the surrounding community, providing multiple paths for movement to and through the mixed-use area. In this way, trips made from the surrounding residential neighborhood(s) to the mixed-use area should be possible without requiring travel along a major thoroughfare or arterial. Response: N/A
4	Streets should interconnect within a development and with adjoining development. Cul-de-sacs or dead-end streets are generally discouraged except where topographic conditions and/or exterior lot line configurations offer no practical alternatives for connection or through traffic. Street stubs should be provided with development adjacent to open land to provide for future connections. Streets should be planned with due regard to the designated corridors shown on the Thoroughfare Plan. Response: N/A
5	New development should be comprised of blocks of public and/or private streets (including sidewalks). Block faces should have a length generally not exceeding 660 feet. Where commercial driveways are used to create block structure, they should include the same pedestrian amenities as public or private streets. Response: N/A
6	A primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use. Streets should be lined by buildings rather than parking lots and should provide interest especially for pedestrians. Garage entrances and/or loading areas should be located at the side or rear of a property. Response: N/A

7	Buildings should be located close to the pedestrian-oriented street (within 25 feet of the curb), with off-street parking behind and/or beside the buildings. When a development plan is located along a high-volume corridor without on-street parking, one bay of parking separating the building frontage along the corridor is a preferred option. Response: N/A
8	If the site is located at a street intersection, the main building or main part of the building should be placed at the corner. Parking, loading or service should not be located at an intersection. Response: N/A
9	To ensure that urban open space is well-used, it is essential to locate and design it carefully. The space should be located where it is visible and easily accessible from public areas (building entrances, sidewalks). Take views and sun exposure into account as well. Response: N/A
10	New urban spaces should contain direct access from the adjacent streets. They should be open along the adjacent sidewalks and allow for multiple points of entry. They should also be visually permeable from the sidewalk, allowing passersby to see directly into the space. Response: N/A
11	The perimeter of urban open spaces should consist of active uses that provide pedestrian traffic for the space including retail, cafés, and restaurants and higher-density residential. Response: N/A
12	A properly defined urban open space is visually enclosed by the fronting of buildings to create an outdoor "room" that is comfortable to users. Response: N/A
13	New public spaces should provide seating opportunities. Response: N/A

14	Parking lots should not dominate the frontage of pedestrian-oriented streets, interrupt pedestrian routes, or negatively impact surrounding developments. Response: N/A
15	Parking lots should be located behind or in the interior of a block whenever possible. Parking lots should not occupy more than 1/3 of the frontage of the adjacent building or not more than 64 feet, whichever is less. Response: N/A
16	Parking structures are clearly an important and necessary element of the overall urban infrastructure but, given their utilitarian elements, can give serious negative visual effects. New structures should merit the same level of materials and finishes as that a principal building would, care in the use of basic design elements can make a significant improvement. Response: N/A
17	Higher building densities and more intensive land uses should be within walking distance of transit stops, permitting public transit to become a viable alternative to the automobile. Response: N/A
18	Convenient, comfortable pedestrian access between the transit stop and the building entrance should be planned as part of the overall pedestrian network. Response: N/A
19	All development should respect natural resources as an essential component of the human environment. The most sensitive landscape areas, both environmentally and visually, are steep slopes greater than 15 percent, watercourses, and floodplains. Any development in these areas should minimize intervention and maintain the natural condition except under extreme circumstances. Where practical, these features should be conserved as open space amenities and incorporated in the overall site design. Response: N/A
20	It is the intent of these guidelines to build streets that are integral components of community design. Public and private streets, as well as commercial driveways that serve as primary pedestrian pathways to building entrances, should be designed as the main public spaces of the City and should be scaled for pedestrians. Response: N/A

21	Sidewalks should be 5-8 feet wide in residential areas and located on both sides of the street. Sidewalks in commercial areas and Pedestrian Business Overlays should be a minimum of 14-18 feet wide to accommodate sidewalk uses such as vendors, merchandising and outdoor seating. Response: N/A
22	Streets should be designed with street trees planted in a manner appropriate to their function. Commercial streets should have trees which complement the face of the buildings and which shade the sidewalk. Residential streets should provide for an appropriate canopy, which shadows both the street and sidewalk, and serves as a visual buffer between the street and the home. The typical width of the street landscape strip is 6-8 feet. This width ensures healthy street trees, precludes tree roots from breaking the sidewalk, and provides adequate pedestrian buffering. Street trees should be at least 6 1/4" caliper and should be consistent with the City's landscaping, lighting and street sight distance requirements. Response: N/A
23	Buildings should define the streets spatially. Proper spatial definition should be achieved with buildings or other architectural elements (including certain tree plantings) that make up the street edges aligned in a disciplined manner with an appropriate ratio of height to width. Response: N/A
24	The primary entrance should be both architecturally and functionally on the front facade of any building facing the primary public street. Such entrances shall be designed to convey their prominence on the fronting facade. Response: N/A
25	The ground level of the building should offer pedestrian interest along sidewalks. This includes windows entrances, and architectural details. Signage, awnings, and ornamentation are encouraged. Response: N/A
26	The sidewalks should be the principal place of pedestrian movement and casual social interaction. Designs and uses should be complementary to that function. Response: 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 Rezoning Checklist and by using this as a guide, it will ensure that I receive a complete and thorough first review by the City of Raleigh	☒	☐	☐	☐	☐
2. Pre-application conference.	☒	☐	☐	☐	☐
3. Neighborhood meeting notice and report	☒	☐	☐	☐	☐
4. Rezoning application review fee (see Fee Guide for rates).	☒	☐	☐	☐	☐
5. Completed application submitted through Permit and Development Portal	☒	☐	☐	☐	☐
6. Completed Comprehensive Plan consistency analysis	☒	☐	☐	☐	☐
7. Completed response to the urban design guidelines	☐	☒	☐	☐	☐
8. <u>Two</u> 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.	☒	☐	☐	☐	☐
9. Trip generation study (May be required after submittal)	☐	☒	☐	☐	☐
10. Traffic impact analysis (May be required after submittal)	☐	☒	☐	☐	☐
11. If signed electronically, e-signature confirmation page(s)	☒	☐	☐	☐	☐
For properties requesting a Conditional Use District:					
11. Completed zoning conditions, signed by property owner(s).	☒	☐	☐	☐	☐
For properties requesting a Planned Development or Campus District:					
12. Master plan (see Master Plan submittal requirements).	☐	☒	☐	☐	☐
For properties requesting a text change to zoning conditions:					
13. Redline copy of zoning conditions with proposed changes.	☐	☒	☐	☐	☐
14. Proposed conditions signed by property owner(s).	☐	☒	☐	☐	☐

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 Master Plan Checklist and by using this as a guide, it will ensure that I receive a complete and thorough first review by the City of Raleigh.	☐	☒	☐	☐	☐
2. Total number of units and square feet	☐	☒	☐	☐	☐
3. 12 sets of plans	☐	☒	☐	☐	☐
4. Completed application; submitted through Permit & Development Portal	☐	☒	☐	☐	☐
5. Vicinity Map	☐	☒	☐	☐	☐
6. Existing Conditions Map	☐	☒	☐	☐	☐
7. Street and Block Layout Plan	☐	☒	☐	☐	☐
8. General Layout Map/Height and Frontage Map	☐	☒	☐	☐	☐
9. Description of Modification to Standards, 12 sets	☐	☒	☐	☐	☐
10. Development Plan (location of building types)	☐	☒	☐	☐	☐
11. Pedestrian Circulation Plan	☐	☒	☐	☐	☐
12. Parking Plan	☐	☒	☐	☐	☐
13. Open Space Plan	☐	☒	☐	☐	☐
14. Tree Conservation Plan (if site is 2 acres or more)	☐	☒	☐	☐	☐
15. Major Utilities Plan/Utilities Service Plan	☐	☒	☐	☐	☐
16. Generalized Stormwater Plan	☐	☒	☐	☐	☐
17. Phasing Plan	☐	☒	☐	☐	☐
18. Three-Dimensional Model/renderings	☐	☒	☐	☐	☐
19. Common Signage Plan	☐	☒	☐	☐	☐

August 7, 2026

Re: Notice of Neighborhood Meeting

Neighboring Property Owners and Residents:

You are invited to attend a neighborhood meeting on August 17, 2026, from 5:30-6:30pm at the Pullen Community Center located at 408 Ashe Avenue, Raleigh, NC 27606. The purpose of the meeting is to discuss an upcoming application to rezone two parcels of land located at 727 W. Morgan Street (PIN: 1703382866) and 729 W. Morgan Street (PIN: 1703382817) (the "Site"). The Site is currently zoned Office Mixed Use - 4 Stories - Urban Limited Frontage - w/ Special Residential Parking Overlay District (OX-4-UL- w/ SRPOD) and is proposed to be rezoned to Commercial Mixed Use -7 Stories- w/ Conditions (CX-7-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 property owners and tenants within 1000ft of the Site. 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 and search for "Rezoning Process." If you have further questions about the rezoning process, please contact:

Matthew McGregor
Raleigh Planning & Development
(919) 996-4637
matthew.mcgregor@raleighnc.gov

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

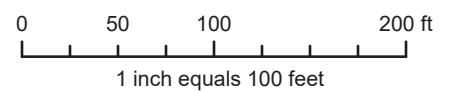
Thank you,

Jamie S. Schwedler

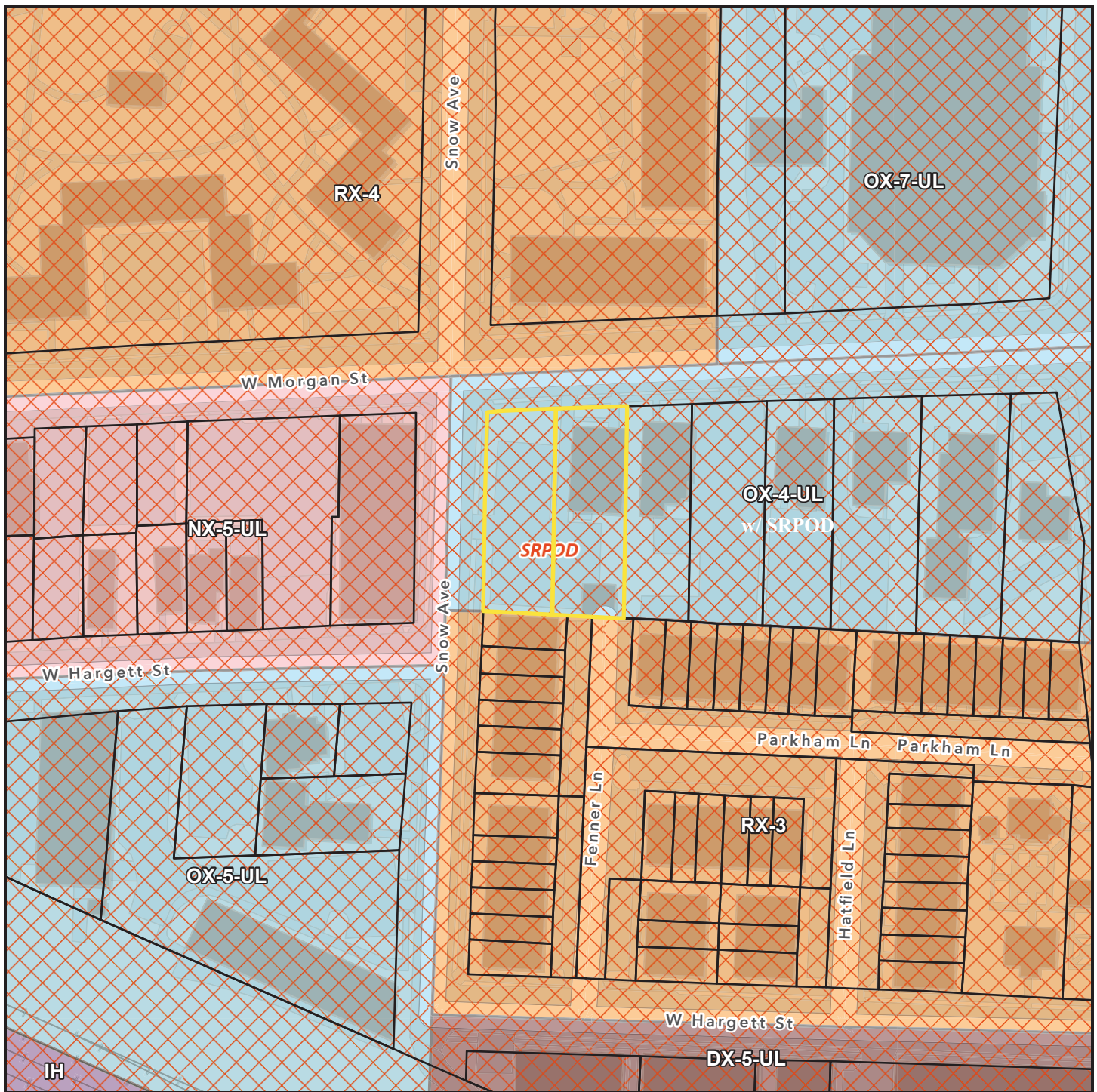


727 & 729 W. Morgan Street

Vicinity Map



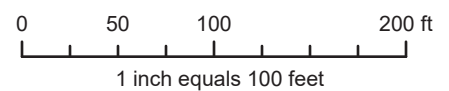
Disclaimer
iMaps makes every effort to produce and publish the most current and accurate information possible. However, the maps are produced for information purposes, and are **NOT** surveys. No warranties, expressed or implied, are provided for the data therein, its use, or its interpretation.



727 & 729 W. Morgan Street

Zoning Map

**Current Zoning: OX-4-UL
w/ SRPOD**



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SUMMARY OF ISSUES

A neighborhood meeting was held on August 17, 2026 (date) to discuss a potential rezoning located at 727 & 729 W. Morgan Street (property address). The neighborhood meeting was held at Pullen Community Center, 408 Ashe Avenue, Raleigh, NC 27606 (location). There were approximately 17 (number) neighbors in attendance. The general issues discussed were:

Summary of Issues:

Discussion of rezoning process and request
Discussion of potential uses and prohibited uses
Discussion of parking and traffic
Discussion of stormwater and utilities
Discussion of building height and surrounding area

ATTENDANCE ROSTER

NAME	ADDRESS
Coleman Billingsley	714 Parkham Lane
David Meeker	601 Virginia Ave
Brian Clark	729 Parkham Lane
Allison Clark	729 Parkham Lane
Daniel G. Gordan	1101 Hillsborough St.
Michael Rudden	601 Maywood Ave
Richard Butner	721 Parkham Lane
Charles Barefoot	700 W. Hargett St.
Michael Wheeler	150 St Marys Townhome
Cathy Singer	150 St Marys Townhome
Camiles Fragelle	150 St Marys Townhome
Rachel & Michael Ridenhos	101 Ellington Oaks Ct
John Terzotis	704 Parkham Lane
Randy Bates	865 W. Morgan St.
Vickey Schoenfield	808 W. Hargett St.
David Motsingel	728 Parkham Lane

727, 729 WEST MORGAN 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.

Future Land Use Map

The subject property is designated as “Office and Residential Mixed Use” in the Future Land Use Map (“FLUM”), which is “applied primarily to frontage lots along major streets where low-density residential uses are no longer appropriate, as well as office parks and developments suitable for a more mixed-use development pattern. This category encourages a mix of residential and office use.” OX is the primary corresponding zoning district. 2030 Comprehensive Plan, p. 3-10. The requested CX designation generally conforms with the FLUM by offering conditions that align the permitted uses and use standards with the OX district.

Urban Form

The site is within the Downtown area and Frequent Transit Area on the Urban Form Map. An urban approach to frontage is recommended for both designations. 2030 Comprehensive Plan, p. 11-4. The proposed zoning is consistent with the Urban Form Map by retaining the existing Urban Limited Frontage designation.

Comprehensive Plan

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 Office and Residential Mixed Use designation in the FLUM by offering conditions to align the uses permitted on the site with the OX district.
- 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 and use standards to those considered appropriate for the Office and Residential Mixed Use designation.
- c. **Policy LU 2.5 – Healthy Communities,** *New development, redevelopment, and infrastructure investment should strive to promote healthy communities and active lifestyles by providing or encouraging enhanced bicycle and pedestrian circulation, access, and safety along roads near areas of employment, schools, libraries, and parks.* The proposed zoning will allow the redevelopment of a small site in order to provide services and amenities that are within walking distance to surrounding residential, commercial, and office uses and the Downtown area.

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).* This request will allow the redevelopment of an underutilized site for uses that will serve the surrounding residential uses and Downtown area in walking distance to transit.

The proposed rezoning is consistent with the following policies of the Economic Development (“ED”) chapter of the 2030 Comprehensive Plan:

a. **Policy ED 1.2 - Mixed-use Redevelopment.** *Promote mixed-use redevelopment strategies as a means of enhancing economic development in commercial corridors and creating transit- and pedestrian-friendly environments.* The proposed rezoning would promote the redevelopment of two parcels with small scale commercial uses and a surface parking lot to further enhance the neighborhood serving commercial uses along W. Morgan Street, in close proximity to transit.

b. **Policy ED 2.1 – Neighborhood Reinvestment.** *Encourage reinvestment to improve existing neighborhoods and to attract skilled workers to Raleigh.* This request will allow the reinvestment and redevelopment of an underutilized parcel located in an established neighborhood.

c. **Policy ED 3.6 - Small, Minority and Women-owned Businesses.** *Provide training, technical assistance, and incentives to foster small, minority, and women owned businesses to help create a diverse and sustainable local economy. Provide incubator facilities in targeted areas, as appropriate.* This rezoning would enable the development of a small, locally developed hospitality project that would create opportunities for local businesses, vendors, consultants, artists/makers, and service providers. Further, it would diversify lodging options near Downtown Raleigh.

d. **Policy ED 6.5 - Lodging.** *Work with developers, investors, and other local organizations to plan and provide diverse and accessible lodging and accommodations to support tourism growth.* The proposed rezoning to CX would allow for a potential hotel use, which would directly support hospitality and tourism near downtown.

The proposed rezoning is consistent with the following policies of the “West Morgan” Area Specific Guidance Chapter of the 2030 Comprehensive Plan:

a. **Policy AP-WM 7 Building Height and Stepbacks.** *Building heights at street edges should be limited to form a generally consistent street wall of 3-4 stories, with any additional height stepped back from the street. Taller structures should mitigate the impact of their height through the use of setbacks, stepbacks, smaller footprints, and smaller scale uses at the street edge.* While the proposed 7-story designation exceeds the West Morgan recommended height, the proposed conditions will ensure that commercial uses permitted on the ground floor are provided at a smaller scale on the street edge. Further, the small lot size ensures the footprint of any future development does not exceed the scale and context of the surrounding area.

The proposed rezoning is consistent with the following policies of the “Downtown” Area Specific Guidance Chapter of the 2030 Comprehensive Plan:

- a. **Policy DT 1.3 - Underutilized Sites in Downtown.** *Encourage the redevelopment of underutilized sites in downtown, included but not limited to vacant sites, surface parking lots, and brownfield sites.* This request will allow for the redevelopment of two parcels on the edge of downtown, one of which is an underutilized surface parking lot.
- b. **Policy DT 1.15 – Compatible Mix of Uses on Downtown Perimeter.** *Encourage a compatible mix of housing options, community-serving institutional uses, and neighborhood-serving retail within the neighborhoods surrounding downtown.* This site is located near neighborhoods and a variety of commercial uses. The requested zoning will allow the site to be redeveloped with neighborhood-serving retail and commercial uses, such as a restaurant or coffee shop, at an appropriate scale due to size and use restrictions contained in the zoning conditions.
- c. **Policy DT 3.3 - Encouraging Pedestrian-scale Design.** *All new development within the Downtown District but not on a Retail Street should integrate architectural elements that connect to the public right-of-way. Examples of such architectural elements include but are not limited to: inclusion of windows at the sidewalk level, multiple building entrances adjacent to public right-of-way, pedestrian scale building materials with a high level of detail, lighting along the sidewalks, and awnings.* The request proposes to maintain the Urban Limited frontage, which will require pedestrian entrances on Morgan Street. Further, the rezoning will promote redevelopment of the site, which would require the street frontage meet current UDO streetscape requirements and enhance pedestrian connectivity.
- d. **Policy DT 3.13 Downtown Attractions and Events.** *Encourage the development of additional tourist attractions and visitor-supportive uses, activity generators, and events downtown, including live performances and programming in downtown’s public spaces.* The proposed rezoning to CX would allow for a potential hotel use, which would directly support hospitality and tourism near downtown.

PUBLIC BENEFITS

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

The rezoning would facilitate the redevelopment of two infill parcels, including an underutilized surface parking lot, into an active hospitality destination at the edge of Downtown. The request would enable the development of a boutique hotel and neighborhood-scale food and beverage uses that would expand Raleigh's diversity of lodging and amenities, generate permanent employment and visitor activity, and create opportunities for local businesses, vendors, makers, artists, and service providers. Potential hotel guests and visitors would also support surrounding restaurants, retail, entertainment, and other Downtown businesses, extending the project's economic benefit beyond the property itself. The redevelopment would place these uses within a walkable, transit-accessible environment while activating the West Morgan Street frontage and contributing to continued reinvestment in the corridor. The proposed conditions ensure that appropriate uses are permitted onsite at an appropriate scale for the West Morgan Street corridor.