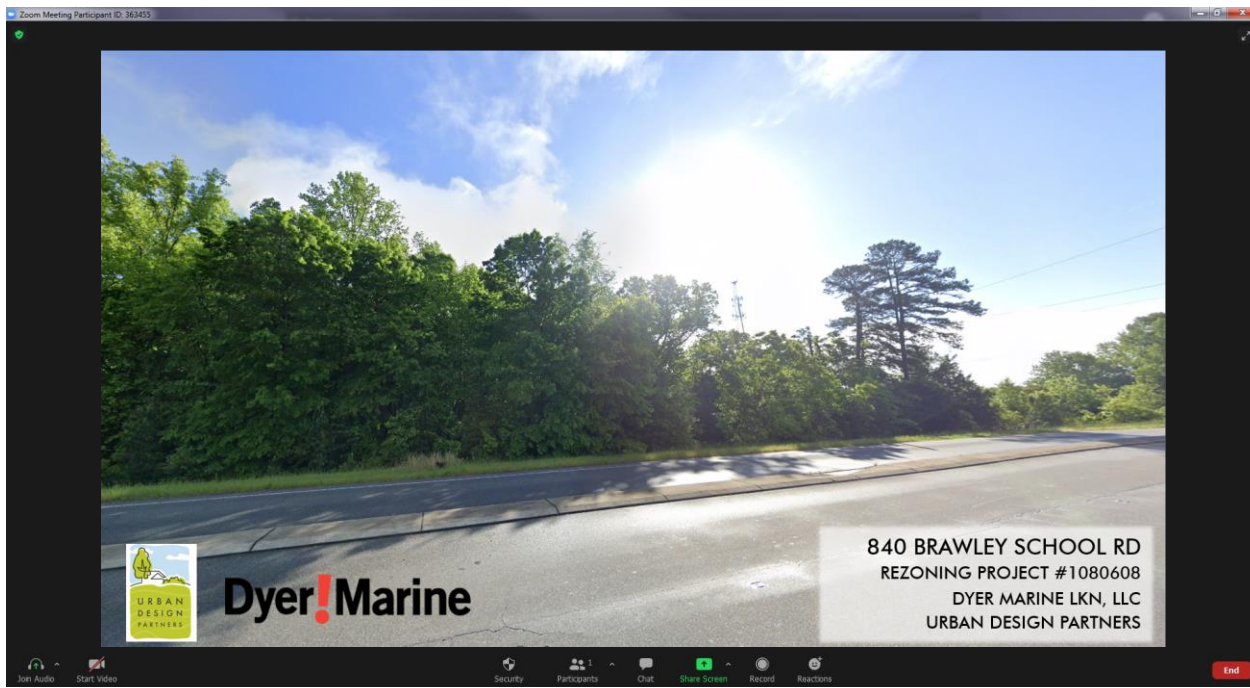




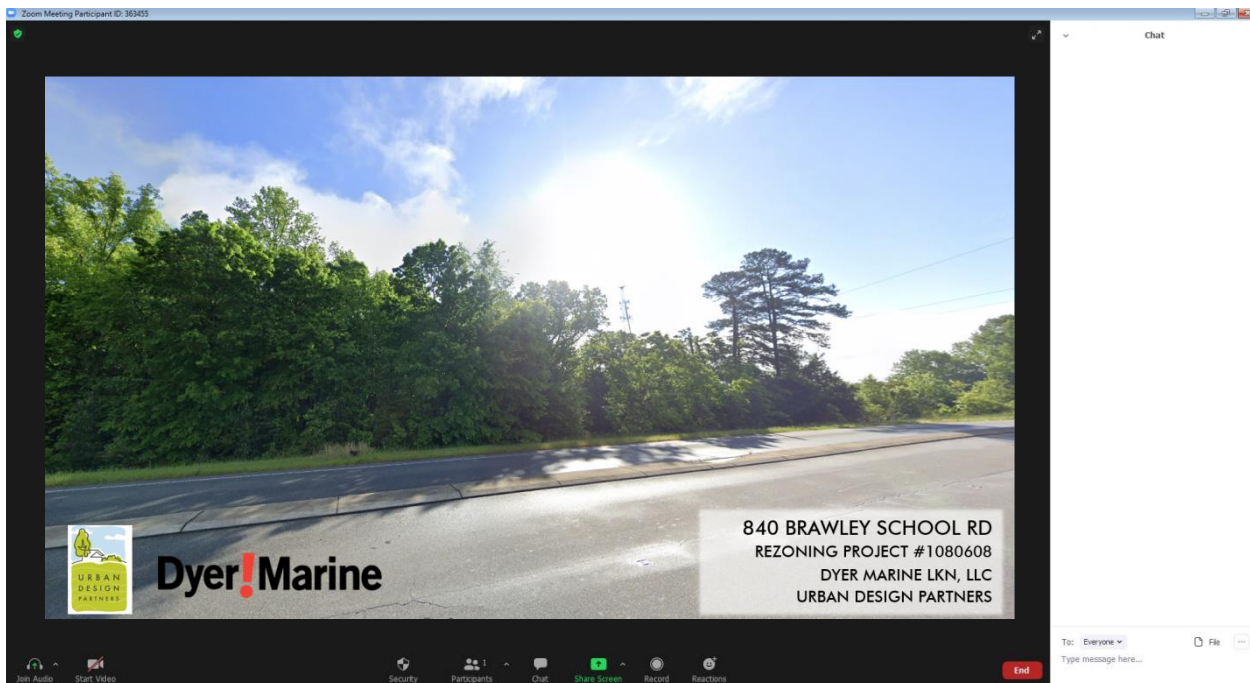
**Dyer! Marine**

**840 BRAWLEY SCHOOL RD  
REZONING PROJECT #1080608  
DYER MARINE LKN, LLC  
URBAN DESIGN PARTNERS**





1. To ask a question during the virtual meeting, click '**Chat**' in the meeting controls.



2. This will open the **chat window** on the right-hand side your screen. You can then type your question into the chat box and hit the '**Enter**' key on your keyboard to send the question.





OAK TREE RD

FERNBROOK DR



SITE

FARMSTEAD LN

BRAWLEY SCHOOL RD

REGENCY RD



# WHAT IS ZONING?

Zoning is the city's method of classifying land by usage.

**RC**

**CM**

**PD**

**RLS**

**TD**

**WPO**

**RLI**

**DE**

**HPO**

**RG**

**CC**

**BRSO**

**HMV**

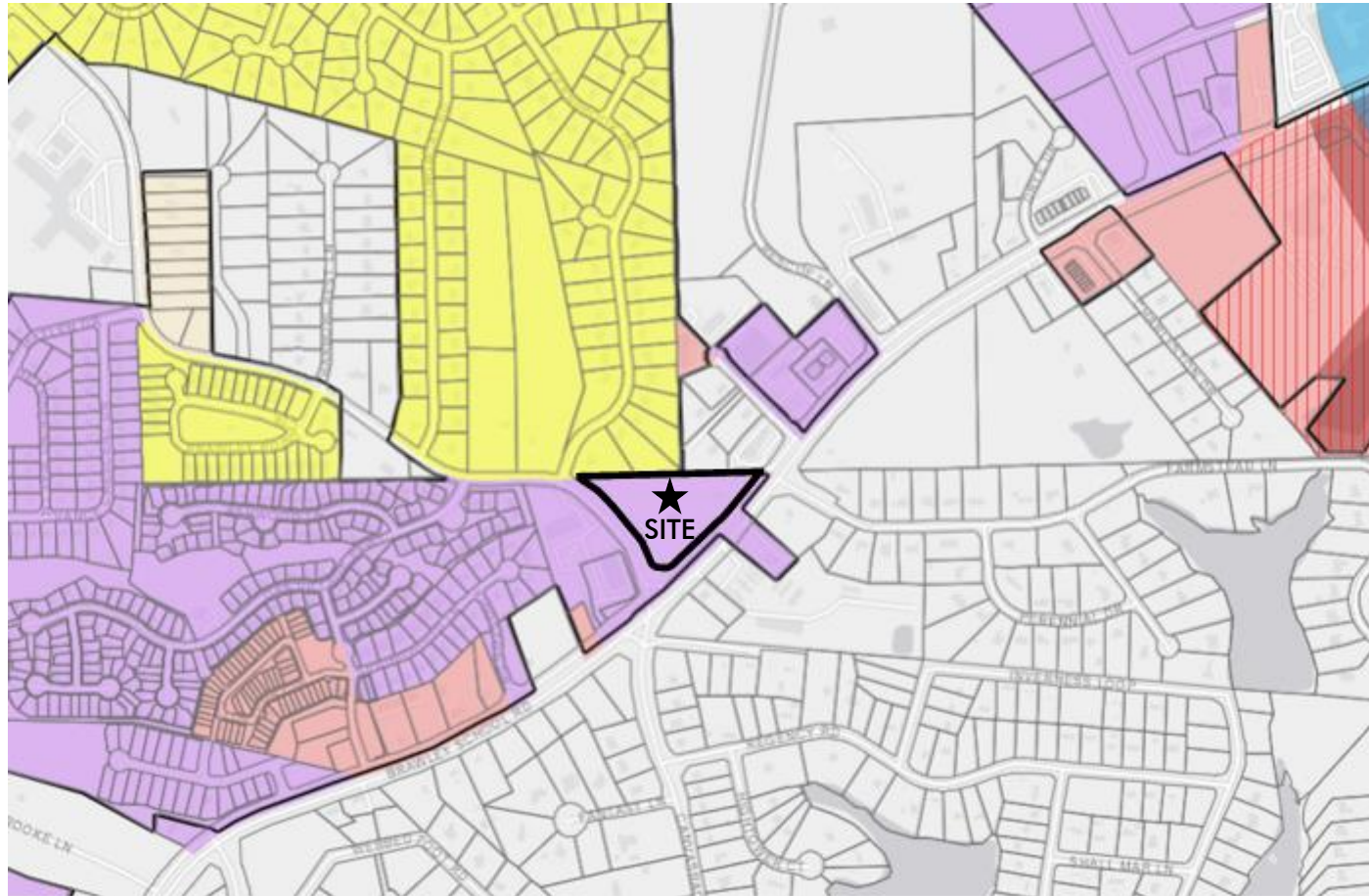
**HLI**

**TN**





**IN**

- Conventional vs Conditional
- “CD” Conditional Ex: C-CC
- Types of Zoning Districts:
  - Residential
  - Mixed-Use
  - Nonresidential
  - Planned Development & Overlay

# CURRENT ZONING MAP



## Town Zoning

-  Conditional Zoning (CZ)
-  Residential Low Intensity (RLI)
-  Corridor Mixed Use (CM)
-  Community Commercial (CC)

## Brawley School Road Overlay



**TABLE 4-1: USE PERMISSIONS**

P = Permitted (allowed in PD District if specified in PD Plan) Z = Conditional Zoning S = Special use  
 A = Accessory use only T = Temporary use only blank cell = Not allowed

Use Class Use Category Use Type	Residential Districts					Mixed-Use & Nonresidential Districts					PD	Use Standards (Sec. ...)	
	RC	RLS	RLI	RG	HMV	TN	TD	DE	CM	CC			HLI
Boarding School	Z		Z	Z		Z	Z	P	P	P		P	4.3.4.B.1
College or University						Z	Z	Z	Z			P	4.3.4.B.2
School (pre-K to 12)			P	P		P	P	P	P			P	
Vocational or Trade School						Z	Z	Z	Z	Z		P	4.3.4.B.3
<b>Health Care Facilities</b>													
Hospice						P		P	P	P		P	4.3.4.C.1
Hospital							Z	Z	Z	Z		P	4.3.4.C.2
Medical Treatment Facility						P	P	P	P	P		P	4.3.4.C.3
Nursing Home	Z			Z		Z		P	P	P		P	
Therapeutic Massage Facility						P	P	P	P	P		P	
<b>Parks and Open Areas</b>													
Community Garden	P	P	P	P	P	P	P	P	A	A		P	4.3.4.D.1
Golf Course, Public	P	P	P	P				P				P	
Park	P	P	P	P	P	P	P	P	P	P	P	P	
<b>Utilities, Transportation, and Communication</b>													
Airport								Z	Z	Z	P		4.3.4.E.1
Broadcasting Studio						S	S	P	P	P	S	P	
Bus Stop	P	P	P	P	P	P	P	P	P	P	P	P	4.3.4.E.2
Parking Facility	A	A	A	A	A	A	P	P	P	P	P	P	4.3.4.E.3
Shoreline Structure	P	P	P	P		P		P	P			P	
Solar Energy System	A	A	A	A	A	A	A	A	A	P	P	P	4.3.4.E.4
Telecommunication Facility, Co-location	P	P	P	P	P	P	P	P	P	P	P	P	4.3.4.E.5
Telecommunication Facility, Free-Standing	P	S	S	S		S		S	S	P	P	P	4.3.4.E.6
Transit Hub or Station						Z	Z	Z	Z	Z	P		4.3.4.E.7
Utility, Major	Z	Z	Z			Z	Z	Z	Z	Z	P	P	4.3.4.E.8
Utility, Minor	P	P	P	P	P	P	P	P	P	P	P	P	4.3.4.E.8
Wind Energy System	P	A	A	A	A	A	A	A	A	A	P	P	4.3.4.E.9
<b>Commercial</b>													
<b>Animal Care</b>													
Kennel	Z					Z		P	P	P		P	4.3.5.A.1
Pet Grooming	P				Z	P	P	P	P	P		P	4.3.5.A.2
Veterinary Hospital or Clinic	Z				Z	P	P	P	P	P		P	4.3.5.A.1
<b>Business Services</b>													
Conference, Training, or Event Center	Z					P	P	P	P	P		P	4.3.5.B.1

**TABLE 4-1: USE PERMISSIONS**

P = Permitted (allowed in PD District if specified in PD Plan) Z = Conditional Zoning S = Special use  
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Use Class Use Category Use Type	Residential Districts					Mixed-Use & Nonresidential Districts					PD	Use Standards (Sec. ...)	
	RC	RLS	RLI	RG	HMV	TN	TD	DE	CM	CC			HLI
Data Center								P	P	P	P	P	4.3.5.B.2
Office						Z	P	P	P	P	P	P	
<b>Food and Beverage Services</b>													
Brewery, Distillery, or Winery							P	P	P	P	P	P	4.3.5.C.1
Catering							P	P	P	P	P	P	
Drive-Through Restaurant								Z	P	P		P	4.3.5.C.2
Food Truck Court							P	P	P	P	P	P	4.3.5.C.3
Restaurant/Bar							P	P	P	P	P	P	4.3.5.C.4
<b>Lodging</b>													
Bed and Breakfast Inn		P	P	P		P	P	P	P			P	4.3.5.D.1
Hotel or Motel							P	P	P	P	P	P	4.3.5.D.2
<b>Recreation and Entertainment</b>													
Arena, Amphitheater, or Stadium								Z	Z	Z		P	4.3.5.E.1
Country Club	P	P	P	P		P		P	P			P	
Equestrian Center	P	P						P	P			P	4.3.5.E.2
Event Venue	P						P	P	P	P		P	4.3.5.E.3
Indoor Recreation and Entertainment Not Listed						Z	P	P	P	P	P	P	
Indoor Shooting Range									P	P		P	4.3.5.E.4
Nightclub							Z	Z	P				4.3.5.E.5
Outdoor Recreation and Entertainment Not Listed							Z	Z	P	P	P	P	
Outdoor Shooting Range		Z									Z		4.3.5.E.6
Sexually Oriented Business									P				4.3.5.E.7
<b>Retail Sales and Services</b>													
Alternative Lending Establishment									S				4.3.5.F.1
Automobile Country Club									Z	Z	Z	P	4.3.5.F.2
Bank or Financial Institution							P	P	P	P	P	P	
Farmers Market		P					P	P	P	P	S	P	<b>Error Reference source not found.</b>
Manufactured Home Sales									P	P			
Mini-warehouse									P				4.3.5.F.4
Retail Sales and Services Establishment, Small						Z	P	P	P	P	P	P	
Retail Sales and Services Establishment, Medium							P	P	P	P	P	P	
Retail Sales and Services Establishment, Large								Z	P	P		P	

**TABLE 4-1: USE PERMISSIONS**

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Use Class Use Category Use Type	Residential Districts					Mixed-Use & Nonresidential Districts					PD	Use Standards (Sec. ...)	
	RC	RLS	RLI	RG	HMV	TN	TD	DE	CM	CC			HLI
Self-Service Storage										P	P	P	4.3.5.F.5
Tattoo or Body Piercing Establishment							P	P	P	P		P	
<b>Vehicle Sales and Services</b>													
Gas Station								P	P	P	P	P	4.3.5.G.1
Boat or RV Sales and Services										P	P	P	4.3.5.G.2
Boat or RV Storage Yard										P	P	P	4.3.5.G.3
Commercial Vehicle Repair and Maintenance									Z	P	P		4.3.5.G.4
Commercial Vehicle Sales and Rental										P	P		4.3.5.G.5
Marina	Z	Z	Z	Z		Z			P	P		P	4.3.5.G.6
Personal Vehicle Repair and Maintenance								P	P	P	P	P	4.3.5.G.7
Personal Vehicle Sales and Rental								P	P	P		P	4.3.5.G.8
Vehicle Storage										P	P	P	4.3.5.G.9
Vehicle Wash								P	P	P	P	P	4.3.5.G.10
<b>Industrial</b>													
<b>Extraction and Production</b>													
Artisanal Production						Z	P	P	P	P	P	P	4.3.6.A.1
Manufacturing, General										P	P	P	4.3.6.A.2
Manufacturing, Heavy										P	P		4.3.6.A.3
Mining and Extraction										Z			4.3.6.A.4
Storage Tank										S	P		4.3.6.A.5
<b>Industrial Services</b>													
Contractor Office										P	P	P	4.3.6.B.1
Fuel Oil/Bottled Gas Distributor										S	P	P	4.3.6.B.2
Heavy Equipment Sales, Rental, or Repair										P	P	P	4.3.6.B.3
Research and Development Facility										P	P	P	4.3.6.B.4
<b>Warehouse, Distribution, and Wholesale Sales</b>													
Truck or Freight Terminal											P	P	4.3.6.C.1
Warehouse and Wholesale Operations										P	P	P	4.3.6.C.2
<b>Waste and Recycling Services</b>													
Composting Facility											P	P	4.3.6.D.1
Recycling Collection Station											P	P	4.3.6.D.2
Recycling Facility											P	P	4.3.6.D.3
Salvage or Junkyard											Z		4.3.6.D.4

# **ONEMOORESVILLE COMPREHENSIVE PLAN**

The OneMooresville Plan is a living document that provides a policy framework that will guide Mooresville's decision-making and investment in both the near and long term.

## **MOORESVILLE UNIFIED DEVELOPMENT ORDINANCE (UDO)**

The UDO simplifies, consolidates and updates the regulations that guide Mooresville development into a single document and aligns these standards with the vision of the OneMooresville Comprehensive Plan.

## **FUTURE CHARACTER AND LAND USE MAP**

The Future Character and Land Use Map designates the character areas that will guide growth and change in the community for the long-range future. Twelve (12) character areas are identified on the map.



## Residential

Neighborhood Residential

Peninsula Residential

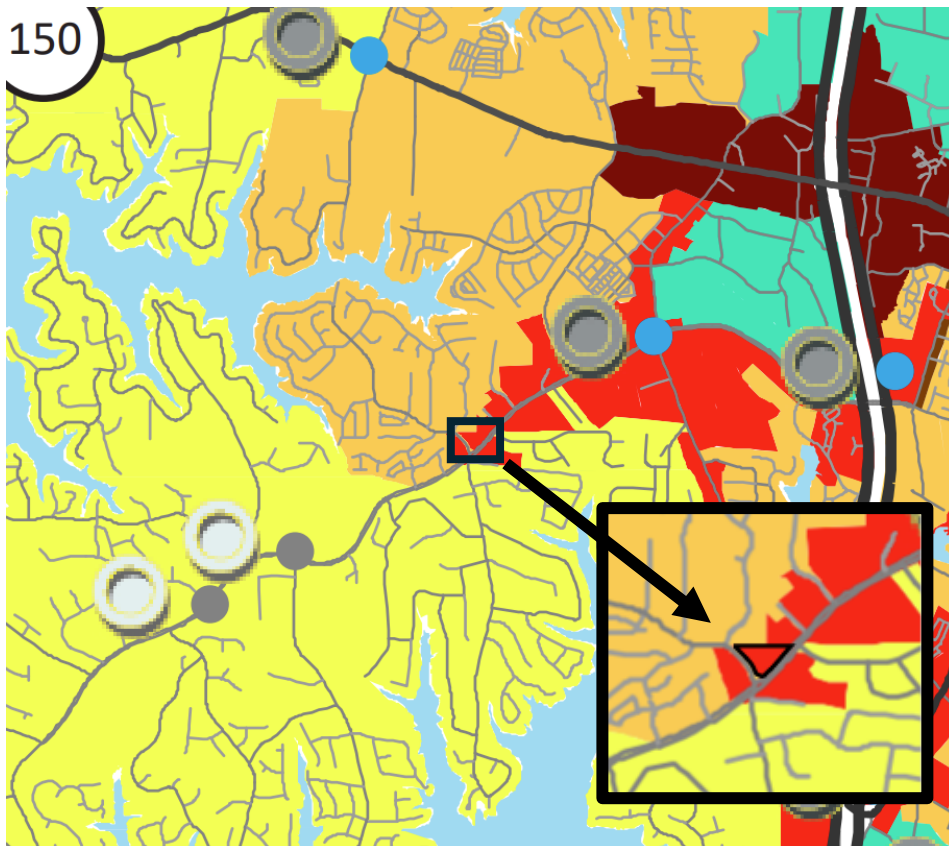
## Mixed Use

Mixed Use Destination

Mixed Use Corridor

## Employment

Employment Center



## MIXED USE CORRIDOR

### Character Intent

The Mixed Use Corridor planning areas include land along major roadways that are natural extensions of the Mixed Use Destination area, or areas between major intersections and important community nodes. Much of this area is currently small shopping centers, automobile services, offices, retail stores, and in some cases hospitality or separate multifamily developments. The intent is for this character area to allow a mix of retail, office, commercial, and multifamily development, either vertically or horizontally mixed. In cases where commercial or residential is developed outside of a cohesive mixed use development, architectural or land use transitions or natural buffers should be incorporated to ensure the development would be compatible with adjacent developments. Multifamily residential in particular may be appropriate fronting streets with pedestrian amenities, but should be set back from commuter corridors with heavy automobile traffic. When tall buildings are near neighborhood context with lower height, the height of new development should be lower or “step down” to the existing neighborhood.

### Opportunities

- Redevelopment of strip commercial centers with a mix of commercial and multifamily residential uses in a compact and walkable format
- Align frontages of building facades, bring buildings up to the street, and place parking at the side or rear of buildings
- Provide a mix of residential uses within proximate access to designated centers and destinations that can be supported by future transit service

### Primary Uses

- Mixed use (vertical or horizontal)
- Commercial retail
- Office / medical office
- Multifamily (condominiums, apartments on upper stories)

### Secondary Uses

- Offices in converted residences
- Hospitality (hotels)
- Townhomes
- Small scale, low-rise multifamily apartments
- Institutional (libraries, religious buildings, Town facilities, small-scale community centers or recreation facilities)

### Street Design Priorities

Street design is planned in Chapter 4, Connecting People and Places, which serves as the **Transportation Master Plan** for Mooresville. The **Mixed Use Corridor** future character and land use area follows the **Mixed Use** section of the street priority matrix and multimodal facility guidelines. (See page 106)

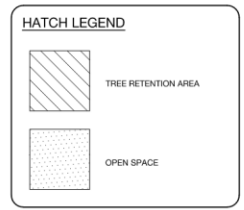
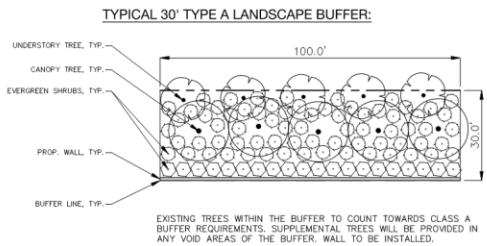
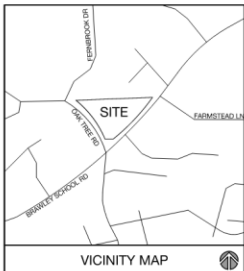




# DESIGN CONSIDERATIONS

- Existing Site Conditions
- Town of Mooresville Unified Development Ordinance
- Community Input
- Existing Entitlements
- Adjacent Properties
- OneMooresville Plan
- Pedestrian Safety
- Vehicular Traffic Patterns
- Greenspace and Natural Areas





**DEVELOPMENT SUMMARY**

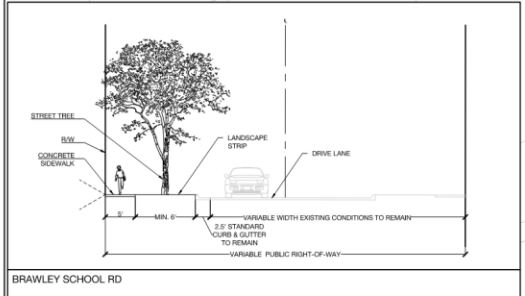
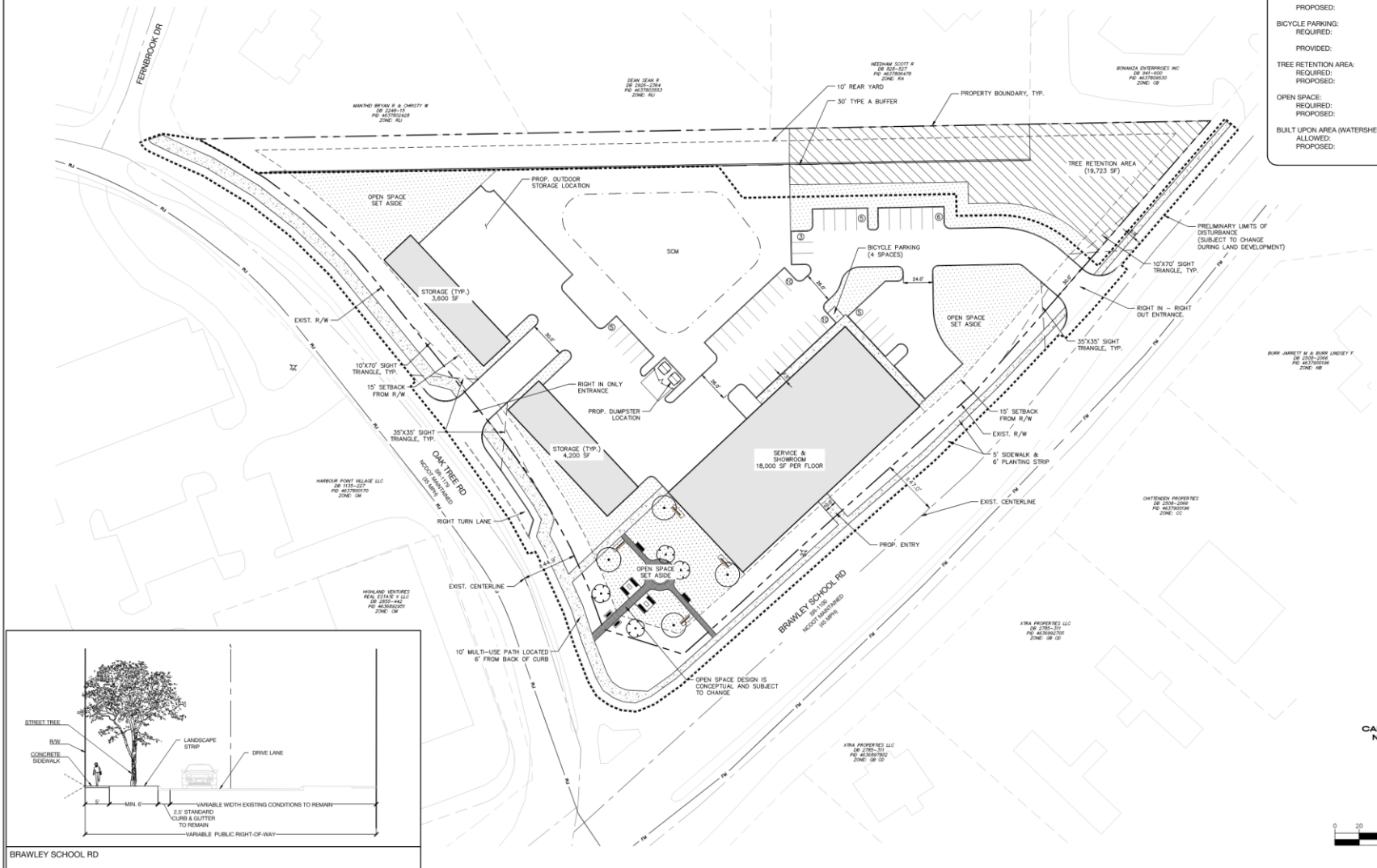
TAX PARCEL ID #:	4637805220
TOTAL SITE AREA:	±4.15 AC
EXISTING ZONING:	C-CM
PROPOSED ZONING:	C-CC
EXISTING USE:	RESIDENTIAL
PROPOSED USE:	BOAT SALES AND SERVICES
SETBACKS:	
FRONT:	15' FROM RW
SIDE:	5'
REAR:	10'
MAX. BUILDING HEIGHT:	3 STORIES
PROPOSED BUILDING HEIGHT:	2 STORIES
VEHICULAR PARKING:	
REQUIRED:	108 SPACES (3 SPACES/1,000 SF SERVICE AND SHOWROOM)
	44 SPACES (80% REDUCTION)
	44 SPACES REQUIRED
	45 SPACES
PROPOSED:	
REQUIRED:	3 SPACES (1 PER 20 VEHICULAR SPACES)
PROVIDED:	4 SPACES
TREE RETENTION AREA:	
REQUIRED:	18,086 SF (10% SITE AREA)
PROPOSED:	18,723 SF (10% SITE AREA)
OPEN SPACE:	
REQUIRED:	18,086 SF (10% SITE AREA)
PROPOSED:	29,605 SF (22% SITE AREA)
BUILT UPON AREA (WATERSHED OVERLAY):	
ALLOWED:	90,428 SF (50% SITE AREA)
PROPOSED:	88,254 SF (50% SITE AREA)

1212 W. HIGHLAND ST. #100  
CHARLOTTE, NC 28208  
704.334.2880  
urbandesignpartners.com

PRELIMINARY DRAWING  
FOR REVIEW PURPOSES ONLY

Dyer Marine LKN, LLC

1000 US Highway 1  
Vero Beach, FL 32906



**BEFORE YOU DIG!**  
CALL 811 OR 1-800-652-4949  
N.C. ONE-CALL CENTER  
IT'S THE LAW!

GRAPHIC SCALE  
0 20 40 80 160  
( IN FEET )  
1 inch = 40 ft.

**Brawley School Road**

**Rezoning Site Plan**

840 Brawley School Rd, Mooresville, NC 28117

NO. DATE BY: REVISIONS

Project No: 23-CLT-062  
Date: 07.31.2023  
Sheet No:

**C-3.0**



# BRAWLEY SCHOOL RD | SITE RENDERING





PROPOSED



**MasterCraft**  
DEALERSHIP

848 BRAWLEY SCHOOL ROAD  
MOORESVILLE NC, 28117

Revisions		
#	Date	Description
1	2023-09-22	REVISED ELEVATIONS
2	2024-02-05	REVISED RENDERINGS

Project Number: 23127  
Issued for: REZONING  
Issue Date: 07/28/23

DRAWING TITLE  
**RENDERINGS**

SHEET NUMBER

**A5**



**PROPOSED**



**MasterCraft**  
**DEALERSHIP**

840 BRAWLEY SCHOOL ROAD  
MOORESVILLE NC, 28117

Revisions		
#	Date	Description
1	2023-09-22	REVISED ELEVATIONS
2	2024-02-05	REVISED RENDERINGS

Project Number: 23127  
Issued for: REZONING  
Issue Date: 07/26/23

DRAWING TITLE  
**RENDERINGS**

SHEET NUMBER

**A6**





# TIMELINE

- Petitioner Community Meeting: February 6, 2024
- Planning Board March 12, 2024
- Public Hearing April 1, 2024





# Dyer! Marine



📍 114 Days Inn Dr, Mooresville, NC (704) 663-4500



📍 107 Grayland Rd, Mooresville, NC 28115 (704) 901-4296



# Questions?

Nolan Groce, MPA

Urban Design Partners

[ngroce@urbandesignpartners.com](mailto:ngroce@urbandesignpartners.com)

(704) 334-3303

