

NEIGHBORHOOD MEETING REPORT  
**Applicant: Primrose School Franchising Company**  
Rezoning Application No. 2015-632

This Neighborhood Meeting Report is being filed with the Town of Matthews Planning Department pursuant to the provisions of the Town of Matthews Zoning Ordinance.

**PERSONS AND ORGANIZATIONS CONTACTED:**

A representative of the Applicant mailed a written notice of the date, time and location of the Neighborhood Meeting to the individuals and organizations set out on Exhibit A-1 attached hereto by depositing such notice in the U.S. mail on August 14, 2015. A copy of the written notice is attached hereto as Exhibit A-2.

**DATE, TIME AND LOCATION OF MEETING:**

The Neighborhood Meeting was held on Tuesday, August 25, 2015 at 6:30 PM at the Amenity Center at Matthews Lofts at NorthEnd located at 921 Park Center Drive, Suite 103, Matthews, North Carolina.

**PERSONS IN ATTENDANCE AT MEETING:**

The Neighborhood Meeting was attended by those individuals identified on the Sign-In-Sheet attached hereto as Exhibit B. The Applicant's representatives were Ted Tillman, Brian Smith of Urban Design Partners and John Carmichael of Robinson, Bradshaw & Hinson.

**SUMMARY OF ISSUES DISCUSSED:**

John Carmichael welcomed everyone to the Neighborhood Meeting and introduced the Applicant's representatives. John Carmichael stated that this is the official Neighborhood Meeting relating to Rezoning Application No. No. 2015-632. Primrose School Franchising Company is the Applicant.

John Carmichael stated that the site subject to this Application contains approximately 1.19 acres and is located on the west side of Park Center Drive at the intersection of Park Center Drive and North Ames Street. The site is located across Park Center Drive from the Morningstar building. The site is currently zoned I-1, which is an industrial zoning district.

John Carmichael stated that Primrose is requesting that the site be rezoned to the O (CD) zoning district, which is an office zoning district, for the primary purpose of accommodating the development and operation of a child day care facility on the site. The site could also be devoted to other uses allowed in the O zoning district.

With respect to a child day care facility, the maximum number of children that could be served at this location would be 185. The maximum size of a building devoted to a child day care facility would be 14,500 square feet of gross floor area, and the maximum height of the building would be 2 stories.

John Carmichael then shared the current schedule of events relating to this rezoning request. John Carmichael stated that the Public Hearing is scheduled for Monday, October 12, 2015 at 7 PM at Town Hall. The Planning Board meeting is scheduled for Tuesday, October 27, 2015 at 7 PM at Town Hall, and the Town Board is scheduled to make a decision on this Application on Monday, November 9, 2015 at 7 PM at Town Hall.

John Carmichael stated that the Public Hearing is being delayed to October 12, 2015 because Primrose needs to pursue a variance from the 75% lot coverage requirement of the Downtown Overlay District from the Board of Adjustment.

John Carmichael and Brian Smith then shared and reviewed the rezoning plan and the building elevations. Brian Smith, utilizing an aerial photograph of the site and the surrounding area, discussed vehicular access to the site.

The Neighborhood Meeting was then devoted to a question, answer and comment session. Set out below is a summary of the responses to the questions and the comments and concerns that were expressed at the meeting.

- In response to a question, Ted Tillman pointed out the various playgrounds that would be located on the site.
- In response to a question, Ted Tillman discussed the fencing that would be installed on the site. Brian Smith stated that with respect to a wall or fence located along Park Center Drive, if a wrought iron fence is installed, it would be six feet tall, and if a masonry wall is installed, it would be five feet tall.
- Ted Tillman stated that Primrose would be the franchisor of this child day care facility, and the franchisee would own and operate the child day care facility. There would be an afterschool program at this facility. Ted Tillman stated that the Primrose facilities are geared toward an educational experience for the children.
- In response to a question, Ted Tillman stated that Primrose's headquarters are located in Atlanta, Georgia. Ted Tillman provided brochures regarding Primrose. Ted Tillman stated that Primrose employs an individual with a PhD in early childhood education to develop its curriculum.
- In response to questions and concerns about traffic, Ted Tillman stated that it is typically a seven to eight minute turnaround for parents dropping off their kids at the facility and then exiting the parking lot.
- Ted Tillman stated that there is generally a three hour window in the morning in which parents drop off their children, and a three hour window in the afternoon in which parents pick up their children. Ted Tillman stated that not all of the children are dropped off at once or picked up at once in the afternoon.
- Several individuals expressed concerns regarding traffic. More specifically, they are concerned that during the mornings and afternoons, the number of vehicles trying to enter and exit the site would cause cars to backup along Park Center Drive towards North Trade Street, and that there would be increased traffic on Park Center Drive and North Ames Street.
- One individual expressed concerns regarding cars backing up along Park Center Drive and then lining up in front of the apartment units located on Park Center Drive. This

individual owns the apartment complex located on Park Center Drive and is concerned about the impact of the proposed child day care facility on the apartment complex.

- In response to a question, Brian Smith stated that parents could park in the on-street parking spaces located next to the site on Park Center Drive and North Ames Street.
- An individual stated that the on-street parking could add to the chaos on North Ames Street with respect to traffic.
- A representative of OrthoCarolina stated that he is concerned that parents will park on the OrthoCarolina site. John Carmichael stated that there would be 46 parking spaces located on this site and 11 on-street parking spaces next to the site, for a total of 57 parking spaces. Five of the parking spaces located on site could be used by OrthoCarolina.
- In response to a question, Ted Tillman stated that there would be approximately 22 teachers working at this child day care facility, as well as a director, an assistant director and part-time cook.
- John Carmichael stated that the proposed building may be converted to a one-story building. If this occurs, then revised building elevations would be provided. The building may be converted to a one-story building to reduce the size of the variance request with respect to the lot coverage requirement.
- In response to a question, Ted Tillman stated that if the building is converted to a one-story building, the number of children who could attend this facility would not be decreased.
- In response to a question, John Carmichael stated that the primary exterior building materials would be a combination of stone, brick and cementitious siding.
- In response to a question, Ted Tillman stated that if the building is converted to a one-story building, the same exterior building materials would be utilized.
- An individual reiterated his concerns regarding the traffic impact of the proposed facility. This individual is concerned that cars will back up all the way down Park Center Drive to North Trade Street during the AM and PM peak hours, and this could adversely impact his apartment community. This individual stated that the portion of Park Center Drive located in his development is a private road, and if traffic becomes an issue, he may have to block off that portion of Park Center Drive that travels through his development. Another option would be to hire a security guard to prohibit parents of children who attend the child day care facility from utilizing the relevant portion of Park Center Drive.
- In response to the concerns expressed about traffic, Brian Smith, utilizing the vehicular access exhibit, discussed vehicular access to the site and the various travel options for parents.
- Ted Tillman stated that Primrose has conducted various traffic and parking studies, and that the parking lot typically does not get full during the morning and afternoon peak hours. Moreover, approximately 20% of the children who attend the facility would have siblings that also attend the facility, which reduces the number of cars coming to and leaving the site. Again, there is typically a seven to eight minute turnaround when parents drop off their children in the morning. Finally, the facilities are often not at full capacity.
- An individual stated that North Ames Street is too narrow to accommodate much traffic.
- In response to a question, Ted Tillman stated that the operating hours are typically 6:00 AM to 6:30 PM.
- An individual stated that North Ames Street needs to be widened.

- In response to a question, Ted Tillman and Brian Smith discussed other Primrose locations in the area.

The proposed franchisees of this location introduced themselves and stated that they have a child who attends a Primrose facility. They stated that there are not any traffic issues at that facility.

**CHANGES MADE TO THE APPLICATION AS A RESULT OF THE NEIGHBORHOOD MEETING AS OF THE DATE HEREOF:**

No changes have been made to the conditional rezoning plan or to the Rezoning Application as of the date of this Neighborhood Meeting Report solely as a result of the Neighborhood Meeting.

Respectfully submitted, this 2<sup>nd</sup> day of October, 2015.



John Carmichael, Agent  
Primrose School Franchising Company, Applicant

cc: Mr. Ted Tillman (via email)

Primrose School Franchising Company  
Property Owners Within 200 Feet

Parcel No. 193-243-05

OCRE I LLC  
2701 Coltsgate Blvd, Suite 300  
Charlotte, NC 28211

Parcel No. 193-243-04

Green Shirt LLC  
10220 Scott Gate Ct  
Charlotte, NC 28277

Parcel No. 193-243-03

Mary C. Hulsey Family Limited Partnership  
c/o Matthews Building Supply Co  
PO Box 607  
Matthews, NC 28105

Parcel No. 193-243-02

Mary C. Hulsey Family Limited Partnership  
c/o Matthews Building Supply Co  
PO Box 607  
Matthews, NC 28105

Parcel No. 193-243-01

Mary C. Hulsey Family Limited Partnership  
c/o Matthews Building Supply Co  
PO Box 607  
Matthews, NC 28105

Parcel No. 193-243-06

Morningstar Office LLC  
c/o Morningstar Properties LLC  
725 Park Center Drive  
Matthews, NC 28105

Parcel No. 193-271-01

Steven H. Knickerbocker  
Kathy A. Babula  
344 N. Ames Street  
Matthews, NC 28105-5840

Parcel No. 193-271-02

Jack Reed Dailey, Jr.  
338 North Ames Street  
Matthews, NC 28105



Parcel No. 193-271-03

Kathrin E. Rowan  
PO Box 572  
Matthews, NC 28106-0572

Parcel No. 193-271-04

Bonnie M. Fields  
324 North Ames Street  
Matthews, NC 28105-5640

Parcel No. 193-271-05

LS1114 LLC  
928 S Love Chapel Road  
Stanfield, NC 28163

Parcel No. 193-271-26

Lynne Takac  
313 N Freemont St  
Matthews, NC 28105

Parcel No. 193-271-09

Alvie Cecil Sumners  
Elizabeth K. Sumners  
317 N Freemont Street  
Matthews, NC 28105

Parcel No. 193-271-28

Jason Carl Jones  
Kara Beth Jones  
325 N Freemont Street  
Matthews, NC 28105

Parcel No. 193-271-29

Kurtis Revel Beshers  
Taran Bree Beshers  
329 North Freemont Street  
Matthews, NC 28105

Parcel No. 193-271-30

Eric Mularski  
333 North Freemont Street  
Matthews, NC 28105

Parcel No. 193-271-46

Matthews Lofts LLC  
PO Box 578  
Matthews, NC 28106

Parcel No. 193-271-47

Matthews Lofts LLC  
PO Box 578  
Matthews, NC 28106

Parcel No. 193-271-51

Matthews Lofts LLC  
PO Box 578  
Matthews, NC 28106  
Parcel No. 193-271-45

Heer Bryant Eat LLC  
628 Olmstead Place Park  
Charlotte, NC 28203

Parcel No. 193-271-50

Park Center Holdings LLC  
PO Box 578  
Matthews, NC 28106

Parcel No. 193-271-49

Park Center Holdings LLC  
PO Box 578  
Matthews, NC 28106

Parcel No. 193-271-48

Matthews Gateway II LLC  
PO Box 578  
Matthews, NC 28106

Parcel No. 193-272-22

Molly A. McKenzie  
1110 Dean Hall Lane  
Matthews, NC 28105

Parcel No. 193-272-23

Amanda F. Penzer  
Warren C. Penzer, Jr.  
1106 Dean Hall Lane  
Matthews, NC 28105

**NOTICE TO INTERESTED PARTIES  
OF COMMUNITY MEETING**

**Subject:** Community Meeting -- **Rezoning Application No. 2015-632** filed by Primrose School Franchising Company to request the rezoning of an approximately 1.2 acre site located on the west side of Park Center Drive between Matthews Township Parkway and North Ames Street from the I-1 zoning district to the O (CD) zoning district

**Date and Time of Meeting:** Tuesday, August 25, 2015 at 6:30 p.m.

**Place of Meeting:** Amenity Center at Matthews Lofts at NorthEnd  
921 Park Center Drive, Suite 103  
Matthews, NC

We are assisting Primrose School Franchising Company (the "Applicant") in connection with a Rezoning Application it has filed with the Town of Matthews seeking to rezone an approximately 1.2 acre site located on the west side of Park Center Drive between Matthews Township Parkway and North Ames Street from the I-1 zoning district to the O (CD) zoning district. The primary purpose of this rezoning request is to accommodate the development of a child day care facility on the site that could serve up to 185 children.

The Applicant will hold a Community Meeting prior to the Public Hearing on this Rezoning Application for the purpose of discussing this rezoning proposal with nearby property owners. The Mecklenburg County Tax Records indicate that you are an owner of property that is located within 200 feet of the site.

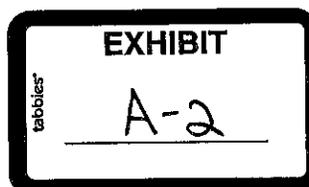
**Accordingly, on behalf of the Applicant, we give you notice that representatives of the Applicant will hold a Community Meeting regarding this Rezoning Application on Tuesday, August 25, 2015 at 6:30 p.m. in the Amenity Center at Matthews Lofts at NorthEnd located at 921 Park Center Drive, Suite 103, in Matthews.** Representatives of the Applicant look forward to sharing this rezoning proposal with you and to answering your questions.

In the meantime, should you have any questions or comments, please call John Carmichael at (704) 377-8341.

Robinson, Bradshaw & Hinson, P.A.

cc: Mr. Jay Camp, Town of Matthews (via email)  
Mr. Ted Tillman

Date Mailed: August 14, 2015



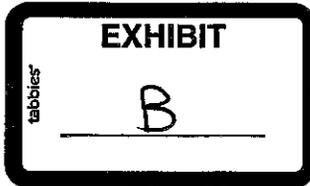
Primrose School Franchising Company  
Rezoning Application No. 2015-632

Community Meeting Sign-in Sheet

Amenity Center at Matthews Lofts at NorthEnd  
921 Park Center Drive, Suite 103  
Matthews, NC

Tuesday, August 25, 2015

6:30 P.M.



	<u>NAME</u>	<u>ADDRESS</u>	<u>TELEPHONE</u>	<u>EMAIL ADDRESS</u>
1.	Lime Koserets	4661 Park Rd, Charlotte	(704) 907-9621	Lime.Koserets@charlotte.nc.gov
2.	Steve Knickerbocker	344 North Arnes Street	(704) 301-0925	snickteacher@gmail.com
3.	Garry Smith	921 Park Center Dr Matthews	704 321-0371	
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