

**WEST END APARTMENTS  
REZONING PETITION  
RZP-2024-140  
NEIGHBORHOOD  
MEETING  
JANUARY 9, 2025**

# THE TEAM

DEVELOPER: URBAN TRENDS REAL ESTATE, INC.

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SITE DESIGN: LANDWORKS DESIGN GROUP, PA

MATT LANGSTON, PLA, FASLA

LISA SIMONS, PLA

# Urban Trends Real Estate

- **Urban Trends** is a privately-owned Charlotte-based company founded in 2010.
- Our focus is developing urban-infill
- Our team's vision is to **balance local needs with profitability** to create projects that are an **asset to the community**.
- The team principals have **over 35-years experience** in the development, design and construction industry.



# Urban Trends' Residential Development Experience



## SKY TERRACE TOWNHOMES

**Wesley Village Road, Charlotte, NC 45 units**  
Townhome development in the Freemore West neighborhood. Completed in 2021 in partnership with CapRock and My Townhome Realty.



## GREENLEAF TERRACE

**Greenleaf Avenue, Charlotte, NC 4 Units**  
Infill townhome development in Charlotte's Third Ward neighborhood completed in 2019 in partnership with CapRock and My Townhome Realty.



## PERIDOE ON THE GREENWAY

**North Myers Street at East 15<sup>th</sup> Street, Charlotte, NC 14 Units**  
Infill, 3-bedroom townhome community built in partnership with CapRock and My Townhome Realty completed in 2016.



## SWANS RUN TOWNHOMES

**Swans Run Road, Charlotte, NC 6 Units**  
Infill townhome development in the Wessex Square neighborhood of Charlotte in partnership with DP Development due to be completed in 2022.

# Urban Trends' Residential Development Experience



## EASTWAY CROSSINGS SENIOR APARTMENTS

**Eastway Drive, Charlotte, NC 132 Units**

Elderly housing community located in Sheffield Park was completed in 2023 in partnership with Greystone Affordable Housing Development.



## LAKEVIEW APARTMENTS

**Lakewood Avenue at Rozzelles Ferry Road,  
Charlotte, NC 36 Units**

Apartment housing community located on an infill parcel in the Lakeview neighborhood to be completed in 2025.

# Urban Trends Collective

Urban Trends Collective (UTC) is a 501(C)(3) nonprofit organization dedicated to:

- **creating intergenerational programs** within newly constructed attainable housing developments.
- supporting housing developers by providing **rigorous programs and supportive services** to help the residents and community sustain and thrive.

**Support programs** include developing:

- Resident activities,
- Intergenerational activities, and
- Activities for senior citizens, students, and veterans



# Parcel Location

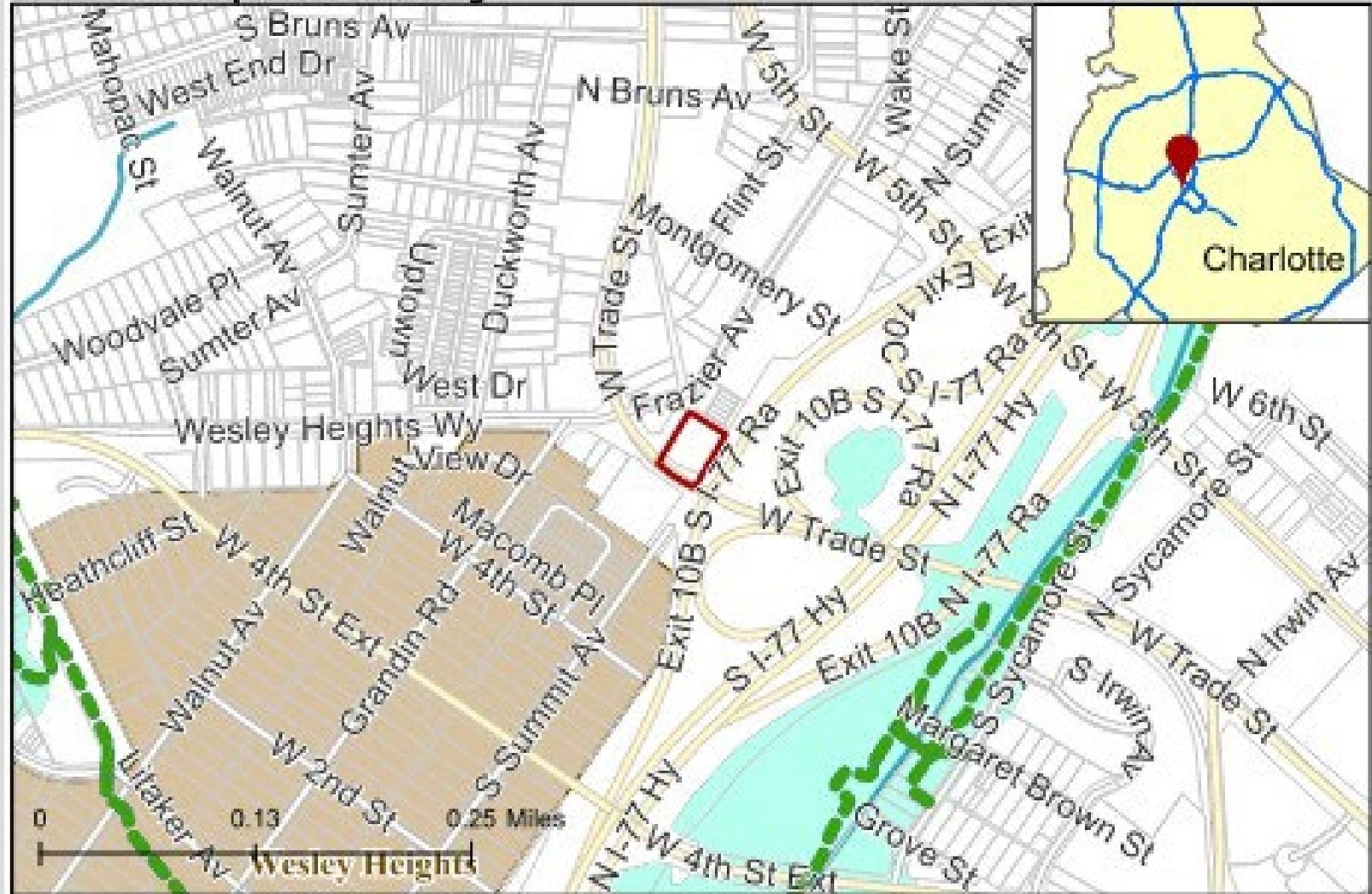
## West End Apartments

- Urban Trends propose to redevelop the parcel from the existing mercantile to housing
- New housing in a lively area experiencing a wave of private investment and development
- Excellent location with easy access to retail, services, and employment – walking distance to;
  - Johnson C. Smith University
  - Frazier Park
  - Uptown
  - plus stores & restaurants
- Public transportation  
Gold Line and bus are immediately available



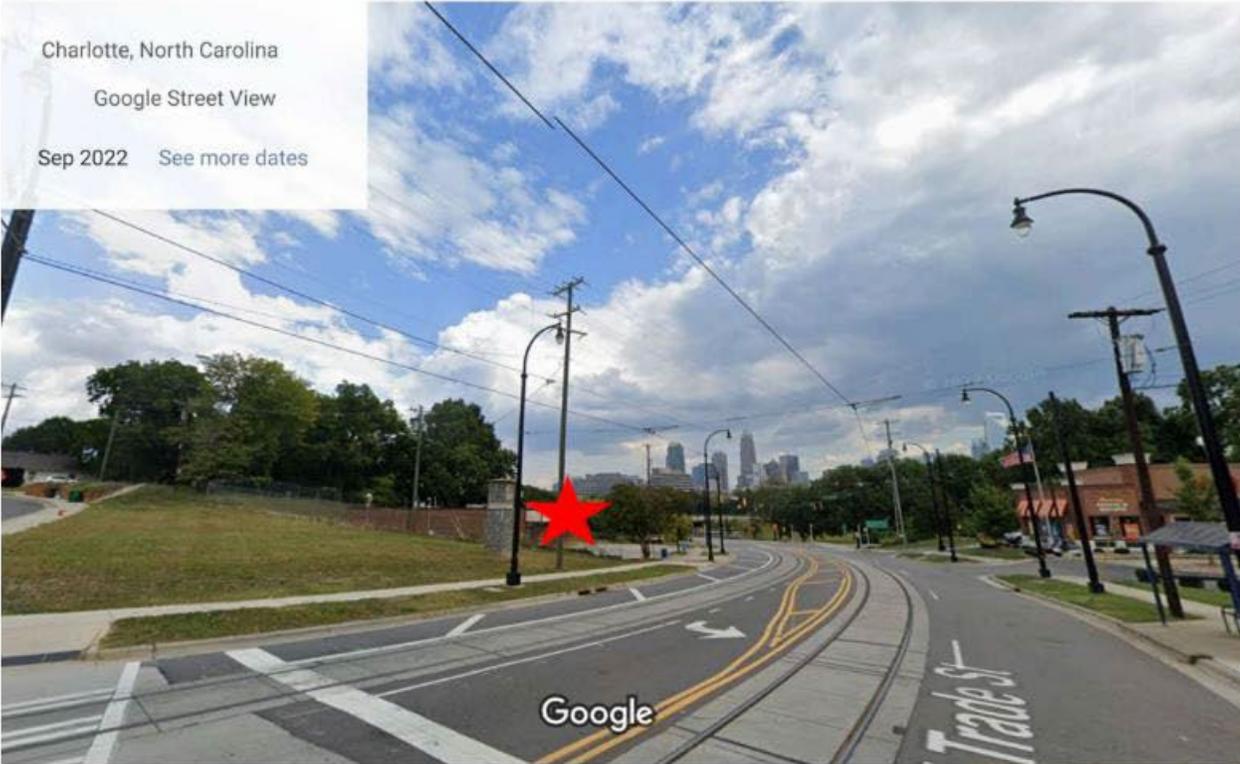
# THE SITE

Location of Requested Rezoning

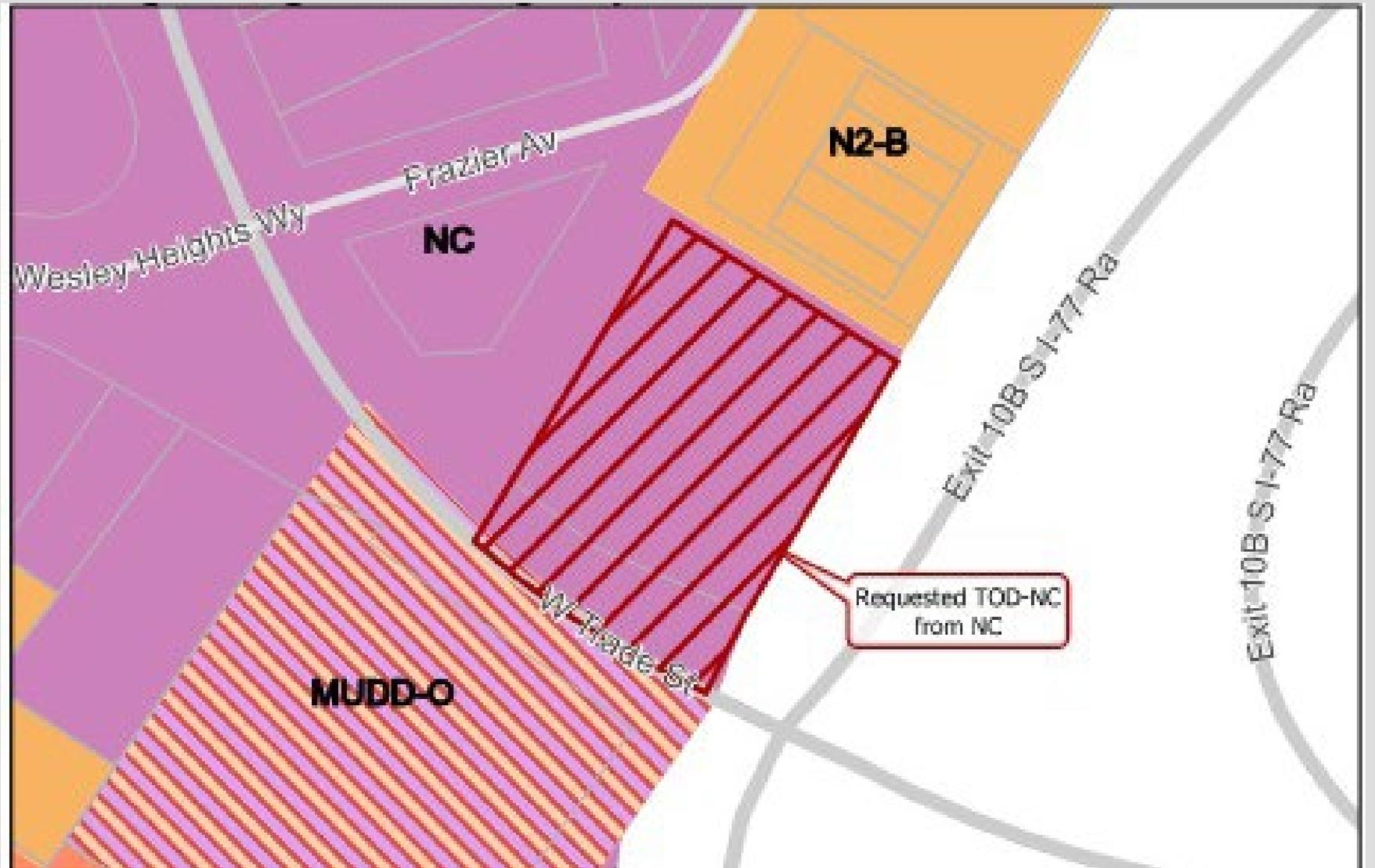


# Street Views

## West End Apartments



# THE SITE



## EXISTING ZONING:

- NC Zoning

## PROPOSED ZONING:

- TOD-NC Zoning

# THE PROPOSAL

- Mixed-Use Single Building
- Ground Floor Retail/Nonresidential
- Apartments on Upper floors
- Rooftop amenity for apartments
- Applying for Housing Trust Fund

# NEXT STEPS

- 1 / 9 / 25: Receive Staff Comments
- 1 / 13 / 25: Submit Meeting Report
- 2 / 17 / 25: City Council Hearing
- 3 / 4 / 25: Zoning Committee Meeting
- 3 / 17 / 25: Rezoning Decision

# IMPORTANT INFO:

- RZP-2024-140 (our petition #)
- [www.rezoning.org](http://www.rezoning.org)
- [mlangston@landworkspa.com](mailto:mlangston@landworkspa.com)
- [chris@urbantrendsproperties.com](mailto:chris@urbantrendsproperties.com)
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# QUESTIONS?