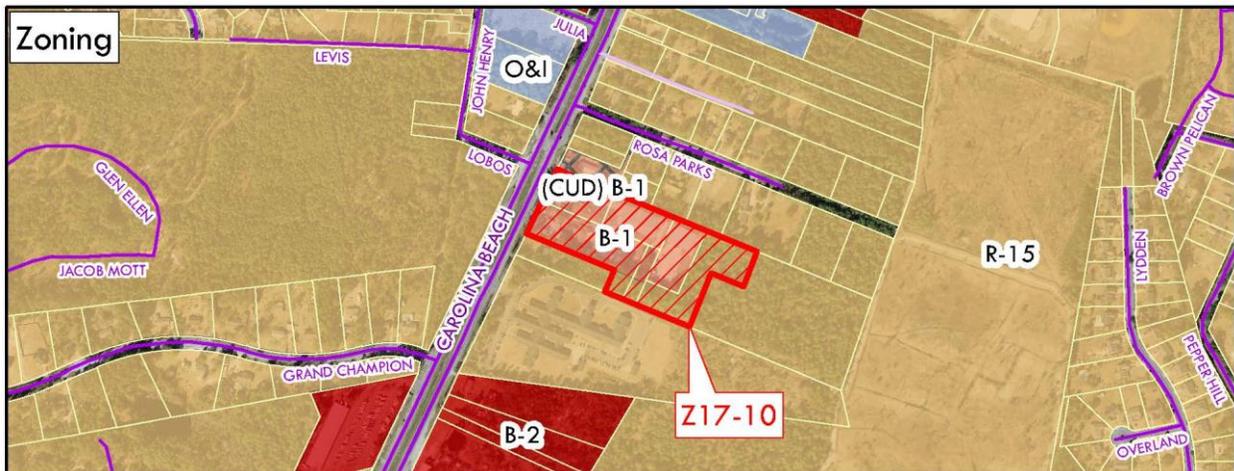


STAFF SUMMARY OF Z17-10 CONDITIONAL ZONING DISTRICT APPLICATION

APPLICATION SUMMARY	
Case Number: Z17-10	
Request: Conditional B-2 Zoning District in order to expand an existing retail and warehousing business and to allow for additional uses of existing buildings located on the property.	
Applicant: Cindee Wolf of Design Solutions	Property Owner(s): Allen & Lynn Masterson; Stephen & James Miller et al.
Location: 5700 block of Caroline Beach Road	Acreage: 7.27 acres
PID(s): R07600-004-047-000; R07600-004-045-001; R07600-004-053-000; R07600-004-075-000; R07600-004-045-000	Comp Plan Place Type: Urban Mixed Use
Existing Land Use: Retail/Warehouse/General Commercial	Proposed Land Use: Retail/Warehouse/Office/General Commercial
Current Zoning: B-1 & R-15	Proposed Zoning: (CZD) B-2



SURROUNDING AREA		
	LAND USE	ZONING
North	Retail, Single-family residential	(CUD) B-1, R-15
East	Undeveloped	R-15
South	Rehabilitation Center	R-15
West	Undeveloped, Single-family residential	R-15



ZONING HISTORY	
April 7, 1971	Initially zoned R-15 (Area 4)
March 1, 1982	Approximately 4 acres of the property was rezoned to B-1 (Z-126)
July 7, 2003	Approximately 1 acre of the property was rezoned to B-1 (Z-766)

COMMUNITY SERVICES	
Water/Sewer	CFPUA water and sewer services are available, however the proposed warehouse will not have restroom facilities.
Fire Protection	New Hanover County Fire Services, New Hanover County Southern Fire District, New Hanover County Myrtle Grove
Schools	Bellamy Elementary, Codington Elementary, Murray Middle, and Ashley High Schools
Recreation	Myrtle Grove Athletic Complex & Arrowhead Park

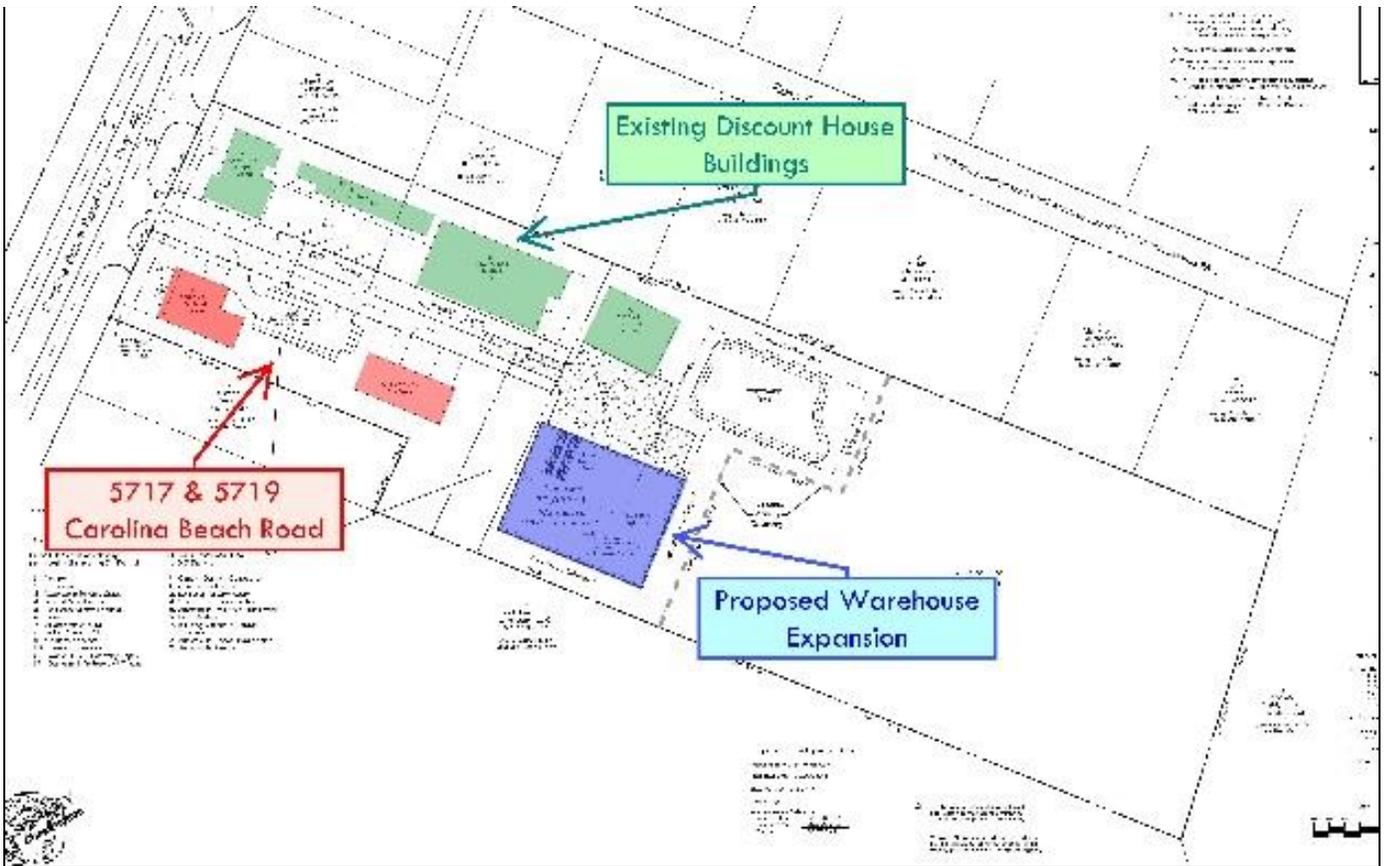
CONSERVATION, HISTORIC, & ARCHAEOLOGICAL RESOURCES

Conservation	No known conservation resources
Historic	No known historic resources
Archaeological	No known archaeological resources

Proposed Site Plan

- This application proposes to expand an existing retail/warehouse business (Discount House) and allow for additional land uses on the property. Specifically, the Discount House will be expanded with the addition of a 30,000 square foot warehouse building. The application would also require all the Discount House buildings to remain as a retail/warehouse use.
- The application also requests that additional land uses be allowed within two existing buildings located in the southeastern portion of the property (5717 & 5719 Carolina Beach Road). These additional uses are currently not permitted in the existing B-1 zoning district, but are permitted in the B-2 district. Overall, this application would limit the allowable uses to the following 21 uses, some of which are already permitted in the existing B-1 zoning district:

Uses To Be Allowed at 5717 & 5719 Carolina Beach Road			
Uses already permitted in the current B-1 district (will also willbe permitted in proposed B-2 district)		Additional uses to be permitted in the proposed B-2 district	
1.	Kennels	1.	General Building Contractor
2.	Veterinaries	2.	General Contractor
3.	Automobile Service Station	3.	Landscaping Contractor
4.	General Merchandise	4.	Special Trade Contractor
5.	Handcrafting Small Articles	5.	Automobile Dealers & Truck Sales
6.	Hardware	6.	Boat Dealers
7.	Miscellaneous Retail	7.	Building Materials & Garden Supplies
8.	Barber/Beauty Shop	8.	Automobile/Boat Repair Sales
9.	Business Services	9.	Automobile Rentals
10.	Personal Services		
11.	Watch, Clock & Jewelry Repair		
12.	Business & Professional Offices		



TRANSPORTATION

- Access is provided to the subject property by Carolina Beach Road (US 421). A driveway permit from NCDOT is required for the proposed development.
- The NC State Transportation Improvement Program includes a project (U-5790) that will widen the adjacent portion of Carolina Beach Road and construct a flyover at the intersection of College Road and Carolina Beach Road.
- The NHC/City of Wilmington Greenway Plan recommends that a greenway be installed along the eastern side of the adjacent portion of Carolina Beach Road.

Trip Generation			
LAND USE (ITE Code)	INTENSITY	AM PEAK	PM PEAK
Warehousing (150)	30,000 square feet	9	10
Offices (170)*	12,000 square feet	19	18
Building Material Sales (812)*	12,000 square feet	31	54

Hardware & Paint (816)*	12,000 square feet	13	58
Apparel Store (876)*	12,000 square feet	12	46

* Demonstrates land uses that could occupy the existing buildings at 5717 & 5719 Carolina Beach road. Trips are based off the respective land use occupying 100% of the buildings.

- Traffic Impact Analysis are required to be completed for proposals that will generate more than 100 peak hour trips in either the AM or PM peak hours.

Traffic Count – April 2017

Road	Location	Volume	Capacity	V/C	LOS
Carolina Beach Road	US 421 south of Monkey Junction	57,345	29,300	1.96	F

ENVIRONMENTAL

- The property does not contain any Special Flood Hazard Areas, wetlands, or Natural Heritage Areas.
- The subject property is within the Mott Creek (C;Sw) watershed.
- Soils on the property consist mostly of Class I (suitable/slight Limitation) soils, Class III soils (severe limitation), and Class IV soils (unsuitable), however, this project plans to install public water and sewer service in accordance with the standards of the CFPUA.

2016 COMPREHENSIVE LAND USE PLAN

The New Hanover County Future Land Use Map provides a general representation of the vision for New Hanover County’s future land use, as designated by place types describing the character and function of the different types of development that make up the community. Specific goals of the comprehensive plan are designated to be promoted in each place type, and other goals may be relevant for particular properties.



Future Land Use Map Place Type	Urban Mixed Use
Place Type Description	Promotes development of a mix of residential, office, and retail uses at higher densities. Types of uses encouraged include office, retail, mixed use, small recreation, commercial, institutional, single-family, and multi-family residential.
Consistency Analysis	As the proposed rezoning is the expansion of an existing business and the use of existing commercial structures, it does not increase density or include many of the urban design components recommended for new development and redevelopment in this place type, especially in areas in Growth Nodes. However, the rezoning will allow for an expansion of uses in the existing commercial structures on the southern property, potentially increasing its mix of uses, and includes multi-modal components. The expanding variety of uses and compact expansion of existing uses is CONSISTENT with the place type, and elements have been incorporated into the proposal that will increase multi-modal access, transitioning the properties closer to the ultimate vision of the comprehensive plan.

Relevant Goals of the Comprehensive Plan	
Goal I: Support business success	Desired Outcome: A vibrant economy for New Hanover County based on business success
Consistency Analysis: While no specific implementation strategies or guidelines outlined for this goal are applicable to the proposed rezoning, the ability for existing businesses to expand and for commercial properties to be efficiently used by appropriate businesses will serve to support business success and a vibrant economy. The proposed rezoning is CONSISTENT with this goal.	
Goal III: Promote fiscally responsible growth	Desired Outcome: Growth patterns that achieve efficient provisions of services and equitable distribution of costs between the public and private sectors
Consistency Analysis: The comprehensive plan recommends encouraging infill on vacant tracts, redevelopment of single uses, and redevelopment of aging corridors as strategies to meet this goal. The proposed rezoning will allow a larger mix of uses on the subject properties as recommended. However, implementation guidelines that recommend greater connectivity and increased density in Growth Nodes are not advanced by the proposal. The site plan includes no new connections with adjacent properties, and the warehouse and stormwater facility will increase the barrier between the commercial area and adjacent residential developments. The proposed rezoning is PARTIALLY CONSISTENT with this goal.	

<p>Goal V: Revitalize commercial corridors and blighted areas through infill and redevelopment</p>	<p>Desired Outcome: Strong existing neighborhoods and corridors where the highest and best uses are promoted in an effort to increase economic revitalization</p>
<p>Consistency Analysis: The proposed rezoning is less a redevelopment of the existing site than a business expansion. The proposed rezoning would allow a greater variety of commercial uses for the subject properties, so it is PARTIALLY CONSISTENT with this goal.</p>	
<p>Goal VIII: Integrate multi-modal transportation into mixed land uses that encourage safe, walkable communities</p>	<p>Desired Outcome: A community with a mixture of land uses that allows for individuals to perform daily tasks without the use of an automobile. A community where individuals can safely walk, bike, and access transit.</p>
<p>Consistency Analysis: To meet this goal, the comprehensive plan recommends requiring sidewalks in new development and redevelopment, bicycle and pedestrian linkages, and concentrated densities in designated growth nodes. The proposed development is primarily a reuse of the existing property and does not include large-scale bicycle and pedestrian improvements or increased density. Because the proposed rezoning does include a 20-foot pedestrian and non-vehicular access easement to allow for a future multi-use path, it is PARTIALLY CONSISTENT with this goal.</p>	
<p>Goal IX: Promote environmentally responsible growth</p>	<p>Desired Outcome: Development that accommodates population growth while minimizing negative impacts on natural resources</p>
<p>Consistency Analysis: The comprehensive plan encourages the use of previously developed sites in order to reduce the ongoing use of undeveloped land for new and expanding businesses. Allowing business expansion and an increased variety of commercial opportunities on the subject properties is CONSISTENT with this goal.</p>	
<p>Goal XIII: Preserve and protect water quality and supply</p>	<p>Desired Outcome: Accommodating anticipated growth in a manner that is sustainable to New Hanover County's water supply and water quality</p>
<p>Consistency Analysis: The addition of stormwater facilities and retention of natural vegetative buffers are CONSISTENT with this goal.</p>	
<p>Goal XVI: Increase public safety by reducing crime through the built environment</p>	<p>Desired Outcome: New development patterns that focus on increased public safety</p>

<p>Consistency Analysis: The proposed multi-use path easement along the front of the subject properties will eventually help to increase the natural surveillance and activity support of the site—both principles in reducing crime through the built environment. Overall, the proposal is CONSISTENT with this goal.</p>	
<p>Goal XVIII: Increase physical activity and promote healthy active lifestyles</p>	<p>Desired Outcome: A built environment that encourages active lifestyles and increased health through walking and biking.</p>
<p>Consistency Analysis: Two methods for reaching this goal outlined in the comprehensive plan include the connection of parking lots/developments and provision of sidewalks, multi-purpose paths, and/or easements for multi-use paths consistent with the Greenway Master Plan. The proposed easement along the front of the property will assist in meeting this plan goal. Also, formalizing the access between the front parking lot in front of the 5,560 square foot commercial structure to the southwest and the parking lot to its rear increases connectivity between the properties, making the project CONSISTENT with this comprehensive plan goal and also improves the safety for vehicle movements between the properties.</p>	
<p>Goal XXI: Ensure NHC remains in attainment for air quality, in support of clean air and improved health outcomes in support of continued growth</p>	<p>Desired Outcome: New Hanover County to remain in attainment for air quality to protect public health and retain and attract development and industries</p>
<p>Consistency Analysis: An increased mix of uses and inclusion of the multi-use path easement may help to reduce the number of vehicle miles travelled. Because of this, while the proposed development does not increase density, it is PARTIALLY CONSISTENT with this comprehensive plan goal.</p>	

Staff Consistency Recommendation

Overall, the proposed rezoning is **CONSISTENT** with the comprehensive plan. The expansion of uses, support of existing businesses, and inclusion of multi-modal elements move the subject property closer to the ultimate vision outlined in the Future Land Use Map and assist in meeting the plan’s goals for the Urban Mixed Use place type.

STAFF RECOMMENDATION

Staff recommends approval of the application with conditions. Staff concludes that the application is:

1. Consistent with the purposes and intent of the 2016 Comprehensive Plan because the proposal will support business success and expand commercial services to surrounding residents.
2. Reasonable and in the public interest because the proposal will allow for the expansion of businesses that have provided commercial services to the surrounding residents.

Conditions:

1. The building materials retail use (Discount House) shall be limited to the below hours of operation. No deliveries to the warehouse shall occur outside of the listed hours.
 - a. Monday-Friday
 - i. 7:00am to 6:00pm
 - b. Saturday
 - i. 9:00am to 3:00pm
 - c. Sunday
 - i. Closed
2. A 20-foot wide easement shall be dedicated to the County along Carolina Beach Road for the purposes of installing a future multi-use path in accordance with the Wilmington/NHC Comprehensive Greenway Plan.
3. Land uses of the existing and proposed buildings shall be limited to those indicated on the site plan.