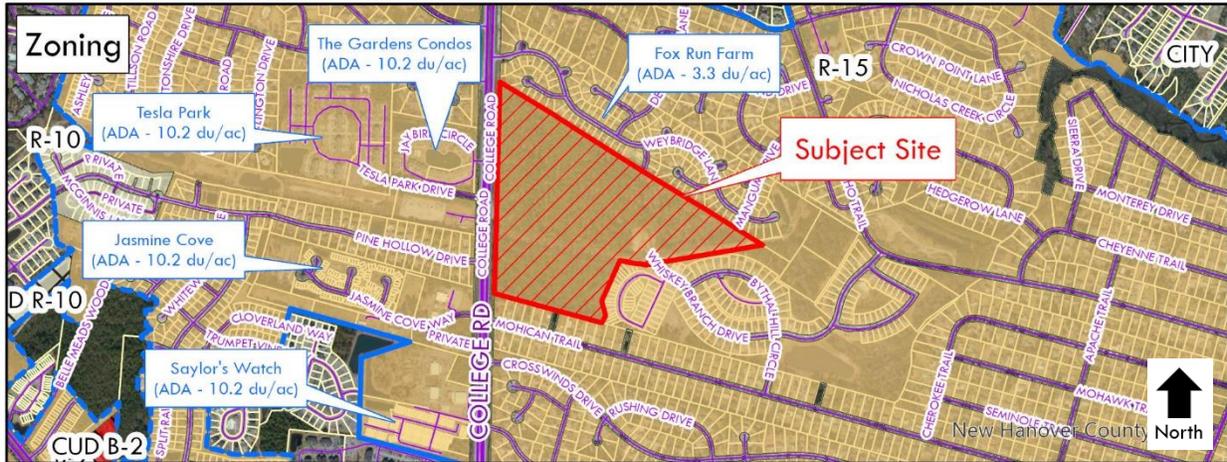


# STAFF SUMMARY OF **Z21-01** PLANNED DEVELOPMENT APPLICATION

APPLICATION SUMMARY	
<b>Case Number:</b> Z21-01	
<b>Request:</b> Rezoning to a Planned Development (PD) district	
<b>Applicant:</b> Samuel B. Franck with Ward and Smith, P.A.	<b>Property Owner(s):</b> Dry Pond Partners, LLC
<b>Location:</b> 4400 block of S. College Road	<b>Acreage:</b> 64.28
<b>PID(s):</b> R07100-004-004-000	<b>Comp Plan Place Type:</b> Community Mixed Use/General Residential
<b>Existing Land Use:</b> Undeveloped	<b>Proposed Land Use:</b> Mixed-use development
<b>Current Zoning:</b> R-15, Residential	<b>Proposed Zoning:</b> PD, Planned Development



*(ADA = Additional Dwelling Allowance Special Use Permit (SUP) for greater density than permitted by-right in base zoning district – formerly titled High Density SUP)*

SURROUNDING AREA		
	LAND USE	ZONING
<b>North</b>	Single-Family Residential	R-15
<b>East</b>	Single-Family Residential, Townhomes	R-15
<b>South</b>	Single-Family Residential	R-15
<b>West</b>	Single-Family Residential, Multi-Family, Electrical Substation, S. College Road	R-15



**ZONING HISTORY**

**October 15, 1969** | Initially zoned R-15 (Area Masonboro)

**COMMUNITY SERVICES**

<b>Water/Sewer</b>	Water and sewer services are available through CFPWA.
<b>Fire Protection</b>	New Hanover County Fire Services, New Hanover County Northern Fire District, New Hanover County Wrightsboro Station
<b>Schools</b>	Pine Valley Elementary, Myrtle Grove Middle, and Hoggard High Schools
<b>Recreation</b>	Halyburton Park, Wade Park, Long Leaf Park, Trails End Park

**CONSERVATION, HISTORIC, & ARCHAEOLOGICAL RESOURCES**

<b>Conservation</b>	No known conservation resources
<b>Historic</b>	No known historic resources
<b>Archaeological</b>	No known archaeological resources

# APPLICANT'S PROPOSED MASTER PLAN

## Overview

- The Planned Development (PD) district is a type of conditional zoning district that includes a site specific design (master plan), and mutually agreed upon conditions can be attached. Master plans for PD districts are intended to be in a bubble format that illustrate the general location and intensity of the land uses within the development. Planned developments must be constructed in accordance with the standards established in the approved master plan and must comply with all other applicable development regulations (stormwater, landscaping, roadways, parking, etc.). Compliance with the master plan and other applicable regulations is verified during the review of a site specific development proposal located within the planned development.
- The PD district was established to encourage innovative, integrated, and efficient land planning and site design concepts that achieve a high quality of development, environmental sensitivity, and adequate public facilities and services. The PD district can also provide more flexibility from conventional development standards, such as parking and street design, in order to help create a more mixed-use, pedestrian-oriented development.

**3.3.7. PLANNED DEVELOPMENT (PD) DISTRICT**  
*[09-08-2020]*

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**A. Purpose**

The Planned Development (PD) District is established to encourage innovative, integrated, and efficient land planning and site design concepts that achieve a high quality of development, environmental sensitivity, and adequate public facilities and services, and that provide community benefits, by:

- Reducing the inflexibility of zoning district standards that sometimes result from strict application of the base district, and development standards;
- Allowing greater flexibility in selecting: the form and design of development, the ways by which pedestrians and traffic circulate, how the development is located and designed to respect the natural features of the land and protect the environment, the location, and integration of open space and civic space into the development, and design amenities;
- Encouraging a greater mix of land uses within the same development;
- Allowing more efficient use of land, with smaller networks of streets and utilities;
- Providing pedestrian connections within the site and to the public right-of-way; and
- Promoting development forms and patterns that respect the character of established surrounding neighborhoods and other types of land uses.

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**B. Concept**



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**C. Use Standards**

Allowed uses and use-specific standards for principal, accessory, and temporary uses are identified in Article 4: Uses and Use-Specific Standards. The allowed uses are only permitted for development if they are included in the MPD Master Plan that is approved as part of the PD district in accordance with Section 3.3.3.A, MDP Master Plan.

### UDO Section 3.3.7 – Planned Development (PD) District



*Includes Staff Markups*

- The proposed PD district would allow for the development of a mixed-use project. The proposal consists of:
  1. Maximum of 460 Residential Units
    - 170 units are proposed to be either detached single-family, duplex, triplex, or townhome housing. The master plan identifies the proposed areas for these types of housing, which is generally along the perimeter of the property abutting existing residential development.
    - 250 units are proposed to be multi-family units. The proposed master plan identifies that this type of housing will be located near the center of the property. As proposed, the multi-family structures will be a maximum of 50 feet and 4 stories in height.
    - 40 units are proposed to be included in mixed-use building(s) described below.
  2. Mixed-Use Building(s)
    - Maximum of 72,000 square feet with first floor commercial and 40 residential units on the second and third floors. The building(s) would be a maximum of 50 feet in height.
    - The commercial portion of the building(s) would allow the same uses as the commercial outparcels described below.
  3. Commercial Outparcels
    - Maximum of 185,000 square feet of commercial buildings.
    - The uses of these outparcels shall be limited to the following commercial, institutional, and industrial uses permitted in the PD district:

Commercial:

- |  |  |
|--|--|
| 1) Bar/Nightclub   | 22) Instructional Services and Studios               |
| 2) Event Center  | 23) Personal Service, General                        |
| 3) Indoor Recreation Establishment                           | 24) Convenience Store                                |
| 4) Outdoor Recreation Establishment                          | 25) Food Market                                      |
| 5) Animal Grooming Service                                   | 26) Grocery Store                                    |
| 6) Equestrian Facility                                       | 27) Pharmacy   |
| 7) Veterinary Service  | 28) Retail Nursery                                   |
| 8) Bank and/or Financial Institution                         | 29) Retail Sales, Building and Construction Supplies |
| 9) Business Service Center                                   | 30) Retail Sales, General                            |
| 10) Funeral Service  | 31) Boat Dealer                                      |
| 11) Mini-Warehouse/Self-Storage                              | 32) Car Wash   |
| 12) Repair Shop  | 33) Equipment Rental and Leasing                     |
| 13) Commercial Kitchen, Catering                             | 34) Farm Implement Sales                             |
| 14) Microbrewery/Microdistillery                             | 35) Fuel Sales                                       |
| 15) Restaurant   | 36) Mobile Home and Prefab Building Sales            |
| 16) Campground/Recreational Vehicle (RV) Park                | 37) Vehicle Rentals                                  |
| 17) Hotel or Motel   | 38) Vehicle Sales                                    |
| 18) Contractor Office  | 39) Vehicle Service Station, Large                   |
| 19) Labor Organization                                       | 40) Vehicle Service Station, Minor                   |
| 20) Offices for Private Business and Professional Activities | 41) Vehicle Service Station, Major                   |
| 21) Dry Cleaning/Landry Plant                                |  |

Civic and Institutional:

- 1) Adult Day Care
- 2) Child Care Center
- 3) Family Child Care Home
- 4) Library
- 5) Community Center
- 6) Lodges, Fraternal, & Social Organizations
- 7) Museum
- 8) Hospital, Medical & Dental Office and Clinic
- 9) Post Office
- 10) Nursing and Rehabilitation Center

Industrial:

- 1) Artisan Manufacturing
  - The proposal prohibits the following uses:
    - 1) Animal Shelter;
    - 2) Adult Entertainment Establishment;
    - 3) Kennel; and
    - 4) Vehicle Towing Service and Storage Yard.

## Community Benefit

- In accordance with the standards of the Unified Development Ordinance (UDO), a Planned Development (PD) District must identify the compensating community benefit of the proposed project that helps achieve the stated goals of the district (noted on page 3). These benefits can include, but are not limited to: improved design, natural preservation, improved connectivity, mixed-use development, green building practices, and the dedication of land for public purposes. The applicant states the proposal would provide the below community benefits (quoted text taken directly from the application):
  1. Improved Design
    - *“The proposed development encourages a walkable urban environment by incorporating non-vehicular access points to adjacent properties; five foot (5') sidewalks along all internal roads within the development other than where sidewalks would interfere with existing utility easements; and locating high density multi-family uses in the center of the site to promote easier pedestrian access to nearby commercial uses without additional vehicle trips.”*
  2. Natural Preservation
    - *“Unless required for necessary infrastructure or required by the County’s land use and building regulations, existing vegetation that serves as a buffer between the development site and adjacent residential uses will be left in place, including a significant number of mature trees that current[ly] have an average canopy height in excess of fifty feet (50’). These trees are not required by the UDO—compliance could be obtained with fencing or a less substantial natural area, but the natural features will remain in substantially their original condition with limited allowances for required infrastructure and utilities.”*
  3. Improved Connectivity for Pedestrians and/or Vehicles
    - *“In response to neighbors’ requests and in an effort to improve connectivity for pedestrians, additional connections to neighboring properties are being provided for pedestrian and bicycle use. At least one of these connections will also be accessible by a neighboring subdivision’s vehicles to allow increased connectivity to that development and encourage a dispersal of existing vehicle trips to reduce existing traffic.”*
    - *“The proposed development also offers an integrated commercial/residential node that will serve the residents of the development as well as the surrounding neighborhoods to reduce the number and distance of additional vehicular trips and offer nearby retail and commercial services to adjacent and nearby residents.”*
  4. Mixed-Use Development
    - *“The proposed development will have a mixture of residential and commercial uses within the property boundary, integrated through pedestrian and vehicular paths to promote interconnectivity. Integration is primarily horizontal, but there are vertical mixed use structures included in the proposed development plan.”*
  5. Other Community Benefits
    - *“The proposed development would be an example of successful in-fill development; repurposing a current vacant County parcel into a residential and commercial project designed to provide additional housing for County*

*residents, local commercial and retail for those and nearby residents, and provide a benefit to the County's tax base and citizens."*

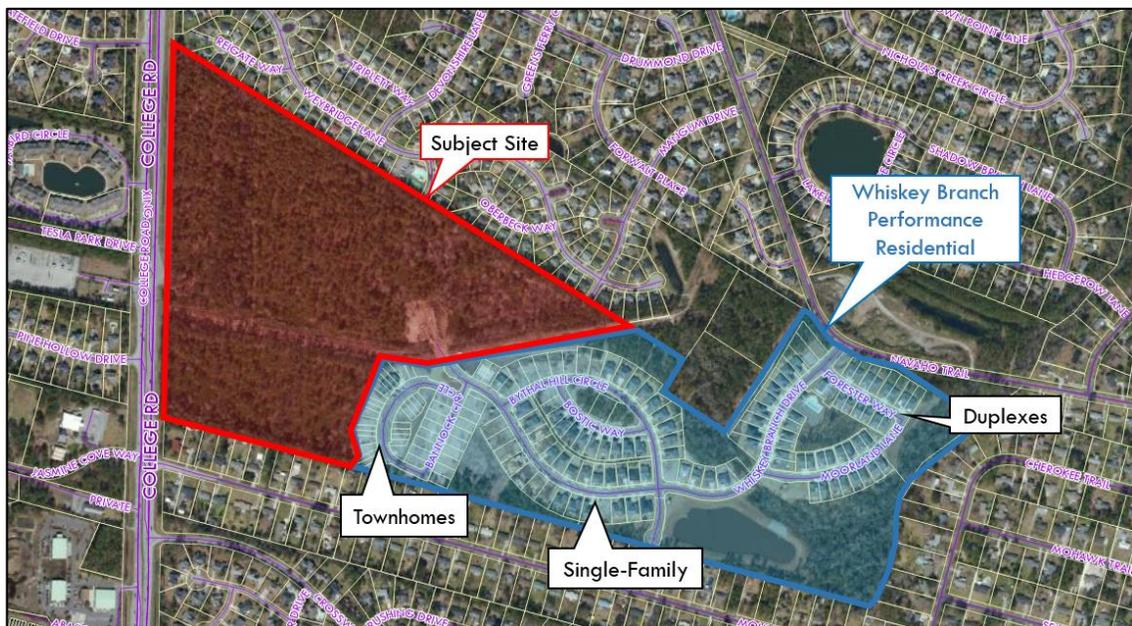
- *"While the specific tenants are not yet identified, it is the applicant's desire to include a gourmet grocery store, electrical car charging station(s), a coffee shop, and a consumer-electronics store among the retail uses that will be available to the public."*

## Conditions

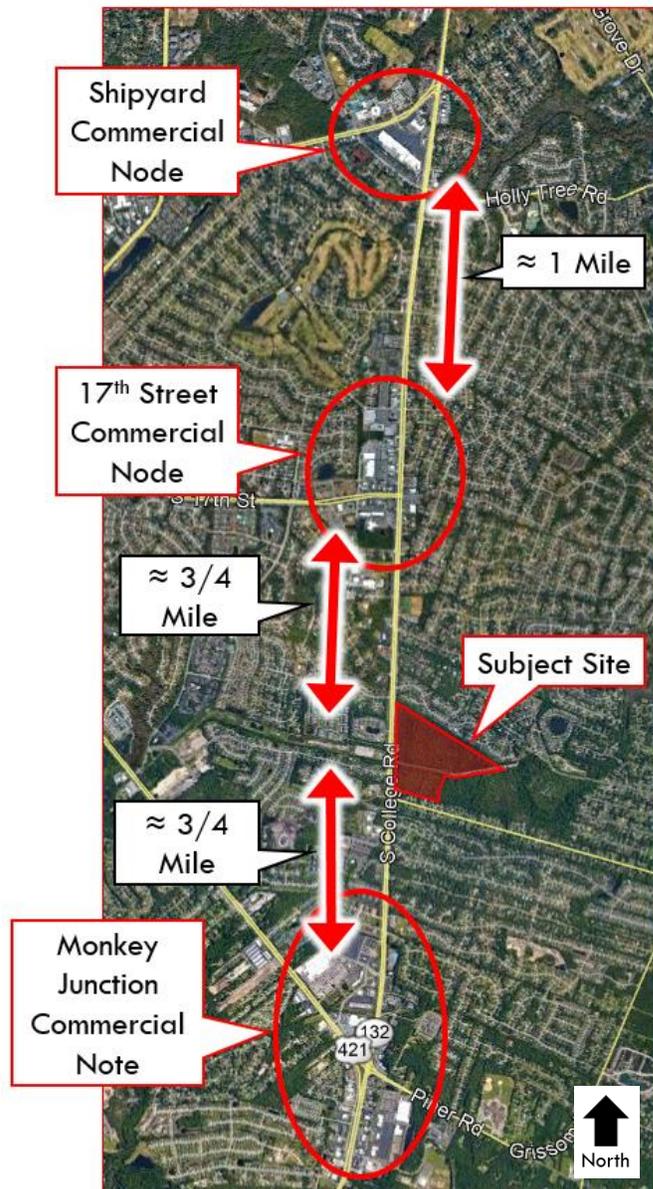
- In accordance with the standards of the Unified Development Ordinance (UDO), a Planned Development (PD) District includes a Terms and Conditions document that details any conditions of approval or proposed modifications to development standards. The following notable proposed conditions of the proposal are listed below. The full Terms and Conditions document is included in the application and will be incorporated with the Master Plan if the rezoning is approved.
  1. The use, density of use, and maximum building heights for the areas depicted as "Mixed Use Building"; "Multi-Family Apartment Homes"; "Townhomes"; "Commercial Outparcel"; "Townhomes/Duplex/Triplex"; and "Single Family Lots" shall comply with the approved Master Development Plan ("MDP") as the MDP may be amended or modified in accordance with County requirements from time to time.
  2. Approval of this rezoning does not constitute technical approval of the site plan. Issuance of all required permits must occur prior to construction commencing.
  3. Proposed maximum density of residential units on this MDP is 460 total units, or 7.16 du/ac.
  4. Sidewalks will be provided along both sides of the roads within the development at a width of five feet, except for portions of roads adjacent to the "Utility Easement" depicted on the MPD Master Plan, where sidewalks will be limited to one side of the road.
  5. Vehicular access from the master planned development site through to Whiskey Branch Drive is gated for use only by emergency vehicles and owners in the existing Whiskey Branch planned community.
  6. An access point for pedestrian and bicycle use will be provided through to the site from the existing Bullitt Lane.
  7. Existing vegetation will be left undisturbed in the depicted twenty foot (20') buffer, subject to the applicant's right to install required utilities and infrastructure and make any changes required by this zoning. To the extent necessary to satisfy County standards, additional vegetation, as well as fencing, will be added to the buffer area sufficient to establish required opacity in areas adjacent to residential uses.
  8. The street yard landscaping that is required for UMXZ districts shall be provided along S. College Road.
  9. The Mixed Use and Commercial areas of the MDP shall be limited to the uses listed in the Terms and Conditions document (described above).

## ZONING CONSIDERATIONS

- The R-15 district in this area was established in 1969. At the time, the purpose of the R-15 district was to ensure that housing served by private septic and well would be developed at low densities. Since that time, water and sewer services have become available to the surrounding area; however, it is still mostly zoned for low density housing.
- While the R-15 district is the predominant zoning in the surrounding area, several developments along the S. College Road corridor obtained special use permits to exceed the maximum density of the base zoning district (2.5 du/ac); many of which also exceed the density of the proposed planned development.
- Under the County's performance residential standards, the site would be permitted up to 161 dwelling units at a density of 2.5 du/ac. The proposed 460 units equates to an overall density of 7.16 du/ac.

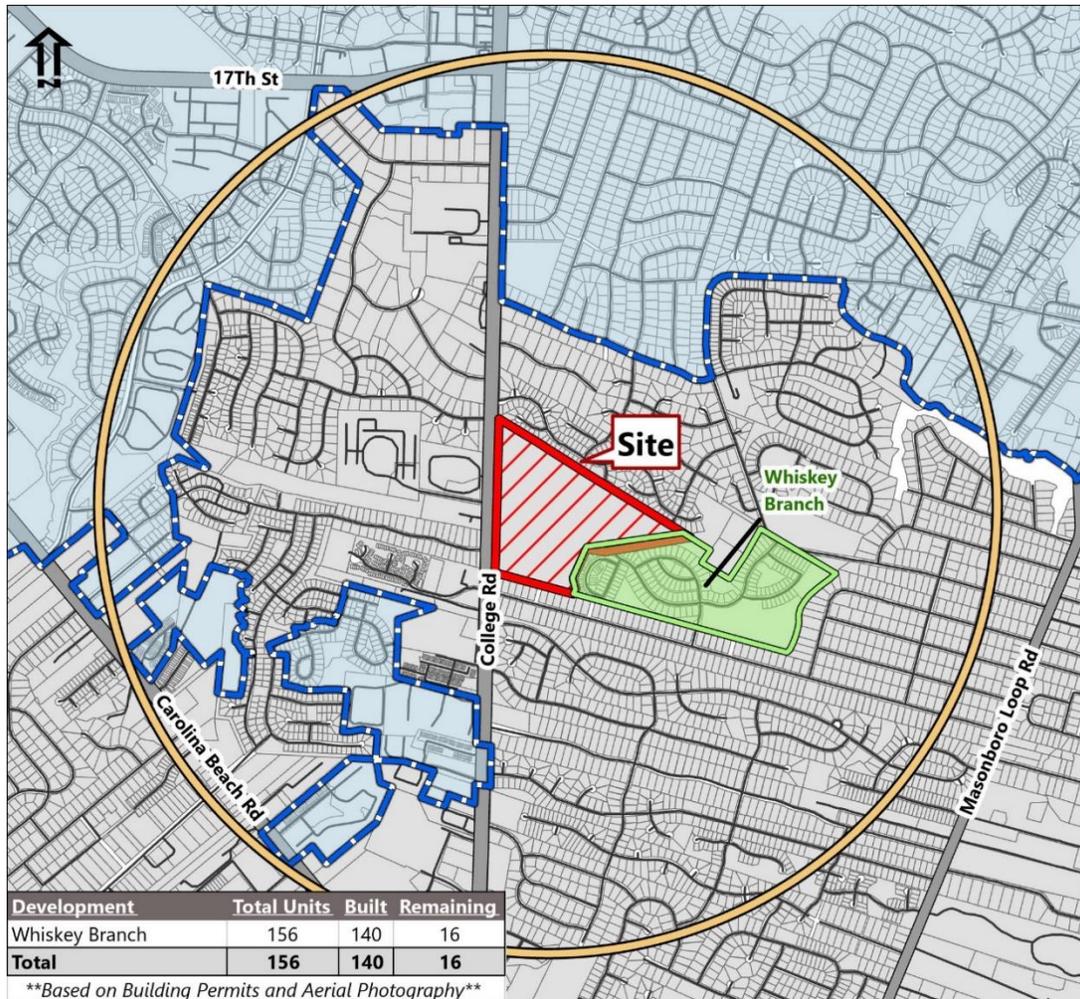


- The subject property was part of an approximately 135-acre parent parcel under unified ownership. The applicant developed the eastern 71 acres of the tract as a performance residential development (Whiskey Branch). That development consists of 74 single-family dwellings, 56 duplex units, and 26 townhomes for a total of 156 dwelling units.
- The proposed master plan positions the single-family and attached housing (duplex, triplex, townhome units) along the perimeter of the property abutting the existing residential neighborhoods. The proposed multi-family housing is located in the center of the site, with the closest point to an existing neighborhood being approximately 215 feet. In addition, the applicant is proposing to retain the existing vegetation within the 20-foot buffer that would be provided along the existing residential neighborhoods.
- The proposed commercial and mixed-use structures are located along S. College Road.



- There are three commercial nodes located along S. College Road at Shipyard Blvd, 17<sup>th</sup> Street, and Monkey Junction. The subject site is centrally located between the 17<sup>th</sup> Street and Monkey Junction nodes, generally 3/4 miles from each.
- By adding mixed-use zoning to the subject site, commercial services would be spaced along the S. College Road corridor from Monkey Junction to Shipyard Blvd about every mile over the four-mile stretch.
- The proposal would provide commercial services closer to the surrounding residential housing, reducing travel time to these services.
- In addition, the subject site is the last large undeveloped tract of land along the S. College Road corridor that could provide a mixed-use development of the proposed scale.

## AREA SUBDIVISIONS UNDER DEVELOPMENT

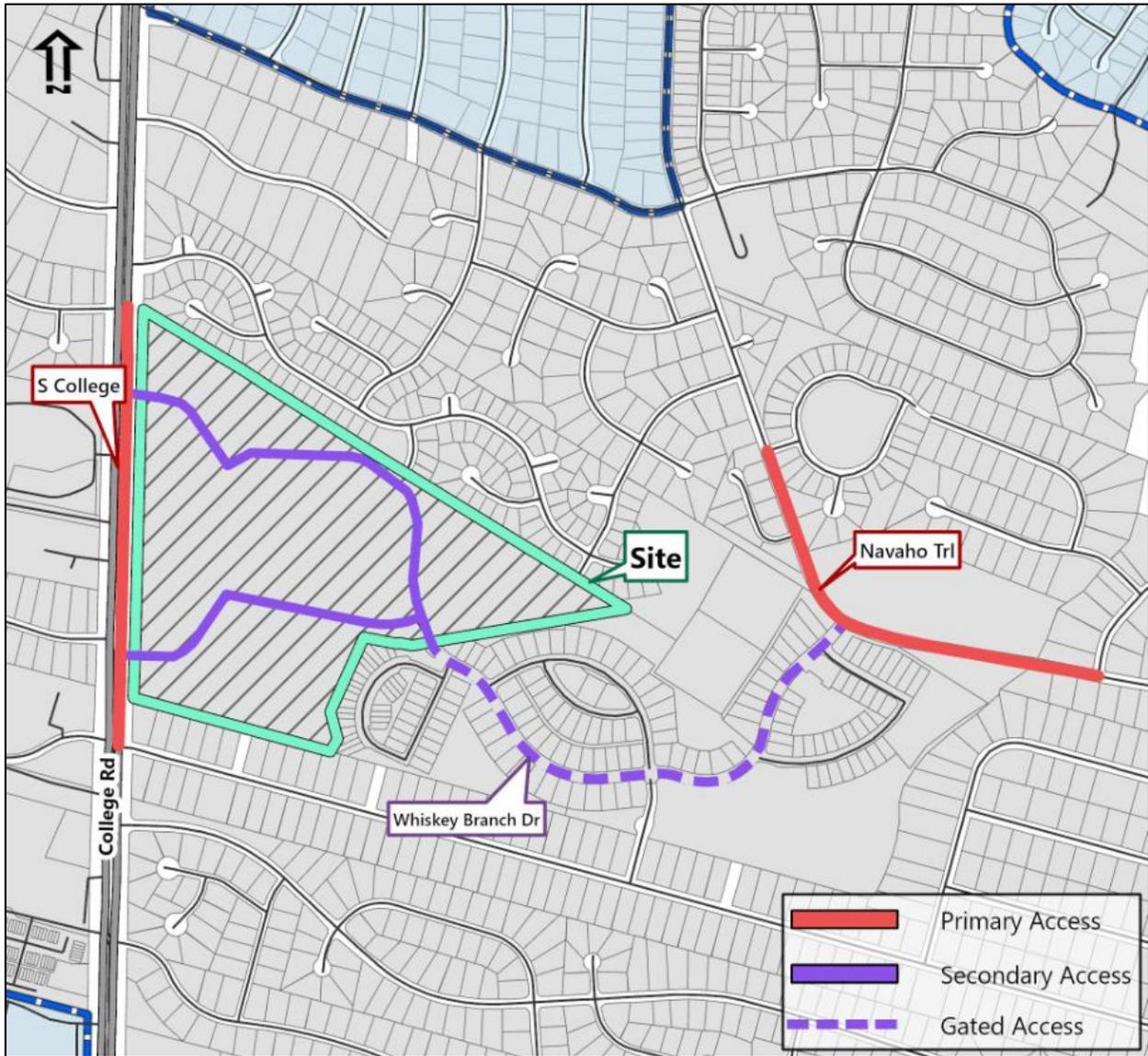


## TRANSPORTATION

- The site is accessed by S. College Road, a NCDOT-maintained principal arterial street. Access would also be provided to the existing Whiskey Branch subdivision to the east; however, Whiskey Branch is a gated subdivision that would allow only emergency services and residents of the subdivision to access the subject site.
- The master plan proposes a pedestrian connection to Bullitt Lane. That road is located north of the site within the Fox Run subdivision and stubs into the property. While the road was dedicated for public use, NCDOT has not accepted the road into the state maintenance system. The 17-foot-wide road provides access to four residential lots and abuts the subdivision's amenity center (which includes a swimming pool and tennis court).

### NCDOT Average Annual Daily Traffic (AADT) - 2019

Road	Location	Volume	Capacity	V/C
S. College Road	4400 Block	39,500	49,240	0.8



- As currently zoned, it is estimated the site would generate about 120-160 trips during the peak hours if developed at the permitted density. The proposed PD development would increase the estimated number of peak hour trips by 275 in the PM peak and 560 in the Saturday Peak.

	<b>Intensity</b>	<b>Approx. Peak Hour Trips</b>
Existing Development:	Undeveloped	0 AM / 0 PM
Typical Development under Current Zoning:	161 single-family homes	119 AM / 160 PM / 153 Saturday
Proposed PD Development*:	Mixed-Use	432 PM / 710 Saturday

\*The TIA for the project examined the PM and Saturday peak times as they are more impacted by the proposed commercial development.

## Traffic Impact Analysis

- The applicant has completed a Traffic Impact Analysis (TIA) for the project which has been approved by NCDOT and the WMPO. The TIA analyzed the development of 510 multi-family units and about 173,000 square feet of office and shopping center uses. The applicant later updated the land uses included in the TIA which resulted in a lower estimated trip generation for the proposed development.
- While the proposed Planned Development master plan does not align exactly with what was analyzed by the TIA, the proposal is intended to provide additional flexibility in housing location and building type and would not result in changes that exceed the scale of what was studied, according to the applicant.
- The TIA analyzed the Level of Service (LOS) in vehicle delay per second at notable intersections in the area and requires the following notable roadway improvements:
  - S. College Road – North of Weybridge Lane (at Lansdowne Road)
    - Installation of a new signalized northbound to southbound u-turn lane
  - S. College Road at Northern Access Point
    - Installation of turn lanes and signalized directional cross over
  - S. College Road Existing U-Turn Lanes
    - Signalization of northbound to southbound movement
  - S. College Road at Southern Access Point
    - Installation of a turn lane



<b>S. College Road at Southern Access Point (Site Drive #3)</b>		
<b>Scenario</b>	<b>Westbound Right LOS</b>	<b>Delay in Seconds</b>
<b>PM PEAK</b>		
2019 Existing	N/A	N/A
2024 Future without Project	N/A	N/A
2024 Future with Project & Improvements	D	27
<b>SATURDAY PEAK</b>		
2020 Existing	N/A	N/A
2024 Future without Project	N/A	N/A
2024 Future with Project & Improvements	F	82

- The movement studied at this intersection was the westbound right (which would be the motorists leaving the site and turning right on S. College Road).
- According to the TIA, “The traffic signal at the intersection with Mohican Trail will provide gaps in northbound traffic on College Road which should allow turns from the side street with less delay than reported...” In addition, “If there are longer delays at Site Drive #3, it is anticipated that site traffic would utilize a different driveway since there are multiple egress options for the site. Additionally, all queues at this intersection are expected to occur internal to the site and not affect operations on state-maintained roadways.”

**Required Notable Improvements to S. College Road at Southern Access Point**



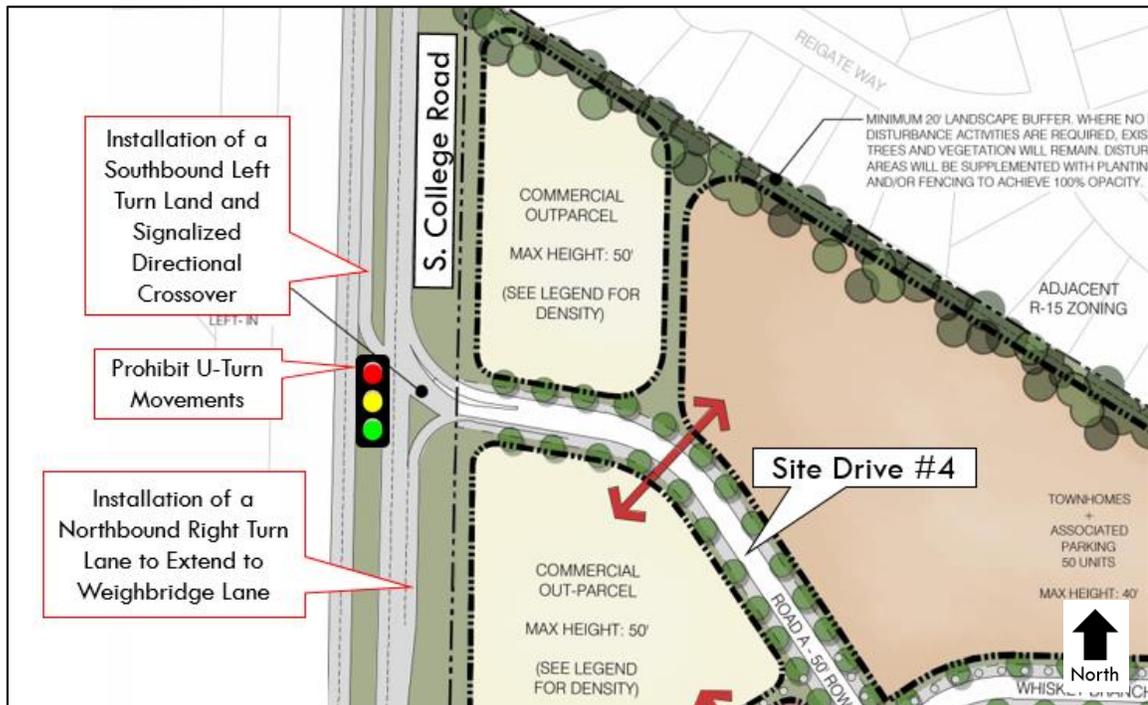
<b>S. College Road U-Turns</b>		
<b>Scenario</b>	<b>Approach LOS</b>	<b>Delay in Seconds</b>
<i>PM PEAK</i>		
2019 Existing	Northbound (NB) – D	25
	Southbound (SB) – C	17
2024 Future without Project	NB – D	27
	SB – C	18
2024 Future with Project & Improvements	NB – D	36
	SB – C	18
<i>SATURDAY PEAK</i>		
2020 Existing	NB – D	26
	SB – C	21
2024 Future without Project	NB – D	28
	SB – C	22
2024 Future with Project	NB – D	43
	SB – C	23

**Required Notable Improvements to S. College Road U-Turns**



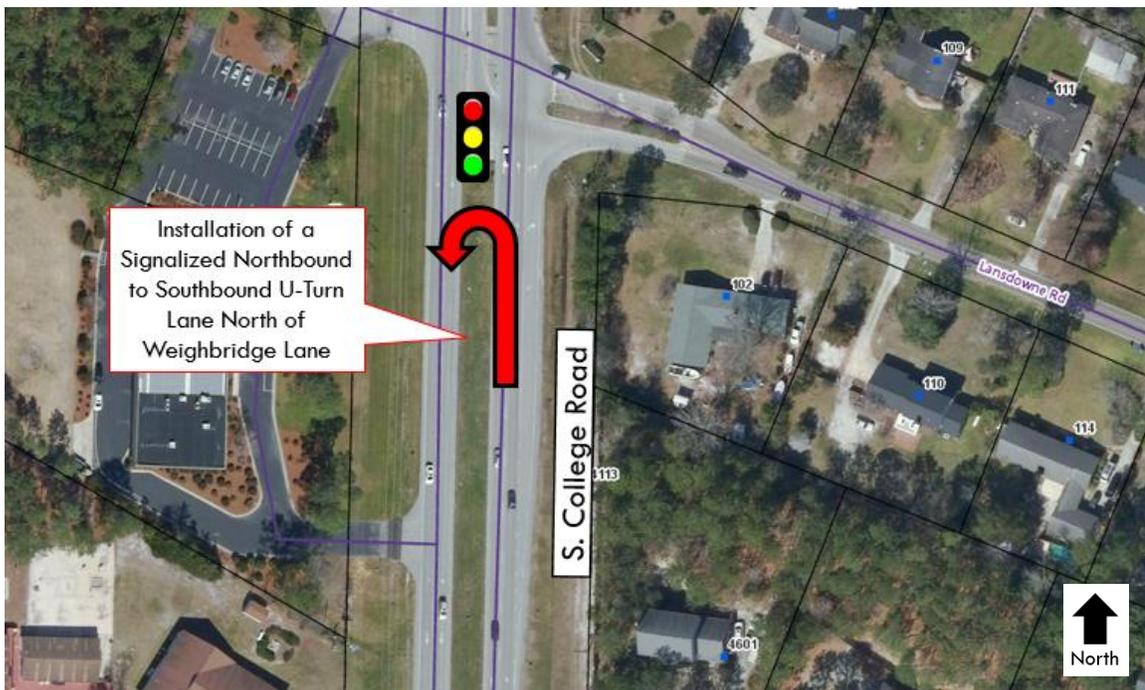
<b>S. College Road at Northern Access Point (Site Drive #4)</b>		
<b>Scenario</b>	<b>Overall LOS</b>	<b>Delay in Seconds</b>
<i>PM PEAK</i>		
2019 Existing	N/A	N/A
2024 Future without Project	N/A	N/A
2024 Future with Project & Improvements	B	16
<i>SATURDAY PEAK</i>		
2020 Existing	N/A	N/A
2024 Future without Project	N/A	N/A
2024 Future with Project & Improvements	B	19

**Required Notable Improvements to S. College at Northern Access Point (Site Drive #4)**

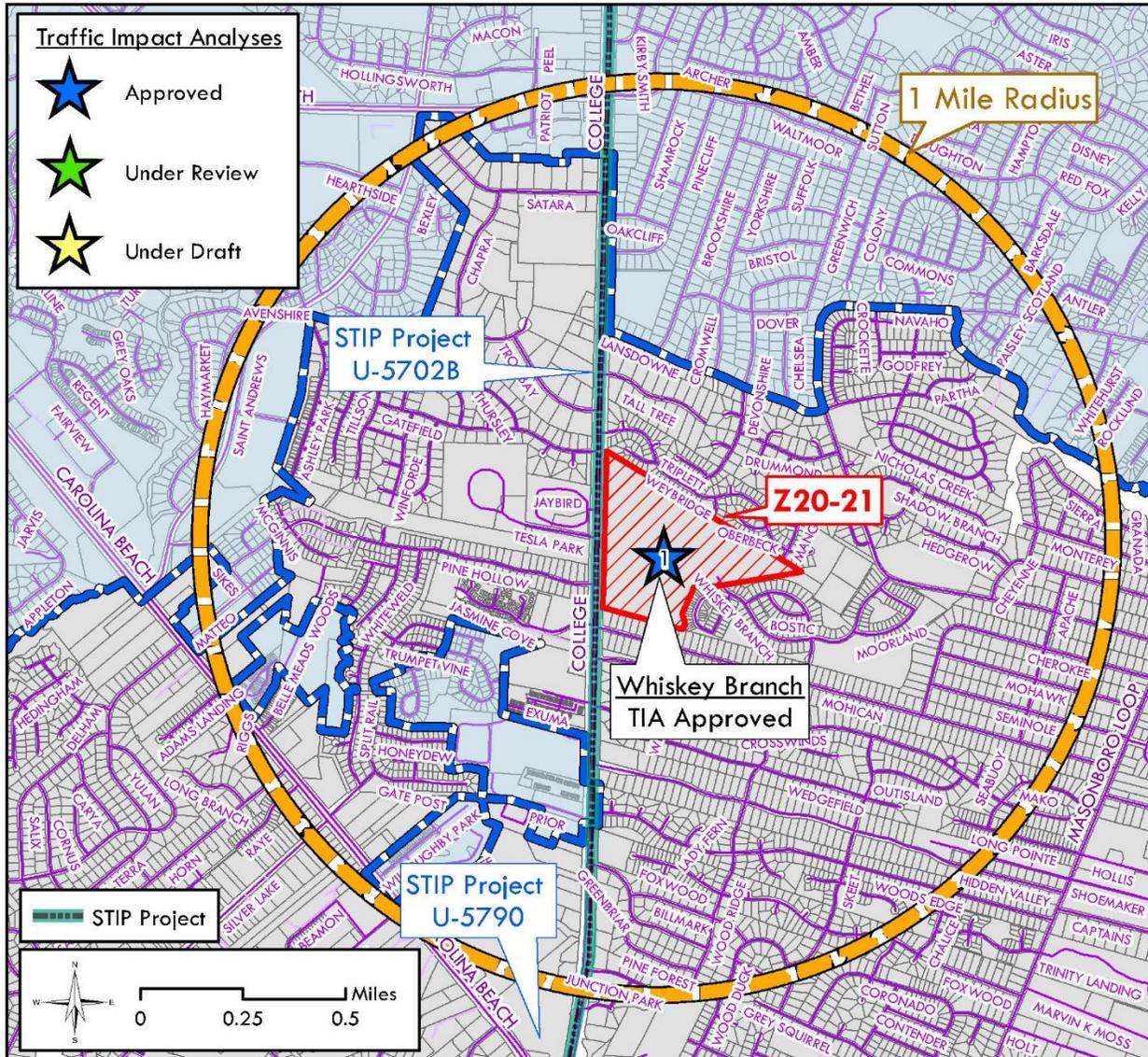


<b>S. College Road at Proposed Northbound U-Turn North of Weybridge</b>		
Scenario	Overall LOS	Delay in Seconds
<i>PM PEAK</i>		
2019 Existing	N/A	N/A
2024 Future without Project	N/A	N/A
2024 Future with Project & Improvements	B	18
<i>SATURDAY PEAK</i>		
2020 Existing	N/A	N/A
2024 Future without Project	N/A	N/A
2024 Future with Project & Improvements	B	15

**Required Notable Improvements to S. College Road at Proposed U-Turn**



## Nearby Planned Transportation Improvements and Traffic Impact Analyses



### Nearby NC STIP Projects:

- **STIP Project U-5790**
  - Project to convert the intersection of Carolina Beach Road and College Road to a continuous flow intersection and widen a portion of Carolina Beach Road south of that intersection. Continuous flow intersections permit more efficient travel movements and help alleviate congestion by allowing more of the main street's traffic to move through the intersection. Based on the preliminary plans, Piner Road will consist of the same lane configuration with slight realignment of the roadway and the westbound right turn lane to S. College Road. The project is currently scheduled to begin after 2029.

- STIP Project U-5702B
  - Project to make access management improvements to S. College Road from Shipyard Blvd to Carolina Beach Road.
  - The project is currently scheduled to begin after 2029.

## ENVIRONMENTAL

- The property does not contain any Special Flood Hazard Areas or Natural Heritage Areas.
- The property is within the Whiskey Creek (SA; HQW) watershed.
- Per the Classification of Soils in New Hanover County for Septic Tank Suitability, soils on the property consist of Class II (moderate limitation) and Class III (severe limitation). However, the site is expected to be served by CFPWA when developed.

## OTHER CONSIDERATIONS

### SCHOOLS

- Students living in the proposed development would be assigned to Pine Valley Elementary School, Myrtle Grove Middle School, and Hoggard High School. Students may apply to attend public magnet, year-round elementary, or specialty high schools.
- A maximum of 161 dwelling units would be permitted under the current R-15 zoning base density, and 460 units could potentially be developed under the proposed zoning for an increase of 299 dwelling units.
- Based on a generalized historic generation rate\*, staff would estimate that the increase in homes would result in approximately 72 additional students than would be generated under current zoning.
- County Planning staff has worked with Schools staff to analyze recent trends related to development patterns and student generation. From 2015 to 2019, student enrollment remained at a generally stable rate of just over 27,000 students enrolled despite the issuance of approximately 11,000 permits for new residential units throughout the entire county. Using the generalized historic generation rate, staff would have estimated that about 3,000 students would have been generated from the new homes over the 5-year period. However, this increase is not reflected in the actual enrollment data. As a result, recent trends indicate new residential development may be generating much less student population than the historic generation rate would have indicated, and the student generation estimates for this proposal are likely much larger than the student growth that can be anticipated to result from the proposed rezoning.

<i>Development Type</i>	<i>Intensity</i>	<i>Estimated Student Generation (generalized historic student generation rate)*</i>
Existing Development	Undeveloped	Total: 0 (0 elementary, 0 middle, 0 high)
Typical Development under Current R-15 Zoning	161 residential units	Total: 40 (18 elementary, 9 middle, 13 high)
Proposed Planned Development	460 residential units	Total: 112 (51 elementary, 24 middle, 37 high)

\* Generalized historic generation rates are calculated by dividing the projected New Hanover County public school student enrollment for the 2020-2021 school year by the estimated number of dwelling units in the county. Currently, there are an average of 0.24 public school students (0.11 for elementary, 0.05 for middle, and 0.08 for high) generated per dwelling unit across New Hanover County. These numbers are updated annually and include students attending out-of-district specialty schools, such as year-round elementary schools, Isaac Bear, and SeaTECH. Generation rates do not take into account different housing types and different locations, which typically yield different numbers of students.

- Since the residential components associated with the proposed rezoning are likely to have a build-out date within 5 years per the Traffic Impact Analysis, staff has outlined existing school capacity to provide a general idea of the potential impact on public schools.
- These numbers do not reflect any future capacity upgrades that may occur over the next five years or changes to student populations.

**School Enrollment\* and Capacity\*\* - 2020-2021 Estimates**

Level	Total NHC % Capacity	School	Enrollment of Assigned School	Capacity of Assigned School w/ Portables	% of Capacity of Assigned School	Funded Capacity Upgrades
Elementary	97%	Pine Valley	482	501	96%	None
Middle	107%	Myrtle Grove	714	738	97%	None
High	105%	Hoggard	2,098	1,882	111%	None

\* Enrollment is based on the New Hanover County Schools enrollment that was projected for the 2020-2021 school year.

\*\* Capacity calculations were determined by New Hanover County Schools for the 2020-2021 school year and are based on NC DPI Facility Guidelines & Class Size Requirements. Modifications refer to specific program requirements unique to a particular school. These may include exceptional children’s classrooms beyond the original building design, classrooms to serve a unique population such as ESL, or classrooms designated for art and music if the building wasn’t specifically designed with those spaces.

- School staff presented a facility needs survey to the Board of Education on January 5, 2021 that included updated NC Department of Public Instruction student growth projections and school capacity data. While Planning staff does not yet have information specific to the projected enrollment and capacity of the schools that would be affected by this request, it appears that planned facility upgrades, combined with changes to student enrollment patterns, will result in adequate capacity district-wide over the next five to ten years if facility upgrades are funded.

**NEW HANOVER COUNTY STRATEGIC PLAN**

- One of the goals of the New Hanover County Strategic Plan for 2018-2023 is to encourage the development of complete communities in the unincorporated county by increasing housing diversity and access to basic goods and services.
- The proposed PD zoning district would allow for a mixture of uses that could increase housing diversity and increase access to basic goods and services.
- The subject site is located in the Monkey Junction community area, where 68% of residents currently live within one-mile of a convenience need (grocery store, retail staples,

pharmacies, etc.), a support service (urgent care, primary doctor's office, child & adult care, etc.), and a community facility (public park, school, museum etc.).

- The predominant housing type is single family detached at 77%. If developed under the current R-15 zoning district, single family housing would remain the dominant housing type and the number of residences within one-mile of a convenience need would decrease to from 68% to 67%.
- Under the proposed PD district the site would allow for a mixture of housing types. It would increase housing type diversity by reducing the percentage of single family detached (80% to 76%), and increase single family attached (7% to 9%) and multi-family residences (7% to 9%).
- The proposed PD district could also allow for a provider of a convenience need, support service and/or community facility. The addition of just a convenience need on the proposed site would increase the number of residences within one-mile from 93% to 95%, and the addition of both a convenience need and community facility would increase the number of residences within one-mile from 68% to 72%.

## REPRESENTATIVE DEVELOPMENTS

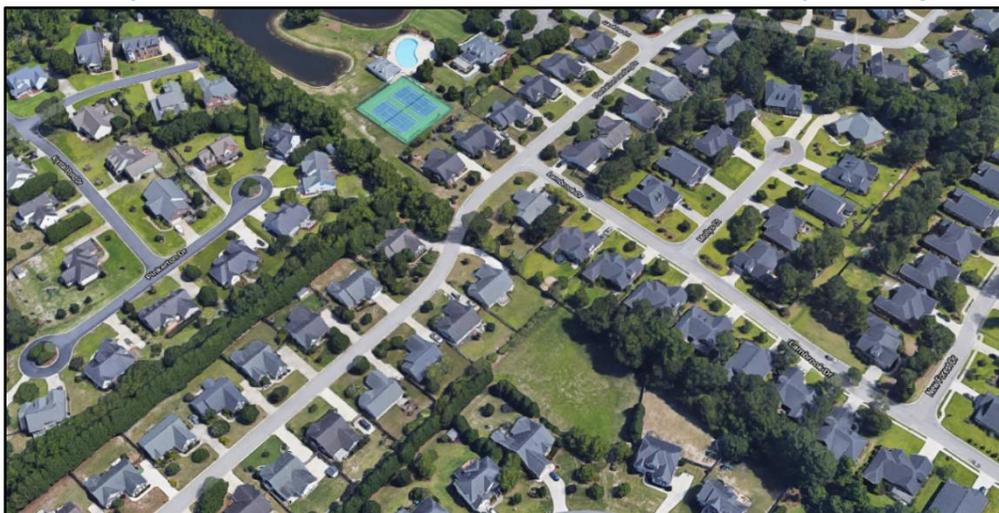
### Representative Developments of R-15:



*Grayson Park*



*Clay Crossing*



*Plantation Landing*

Representative Developments of PD:

River Bluffs:



Northchase:

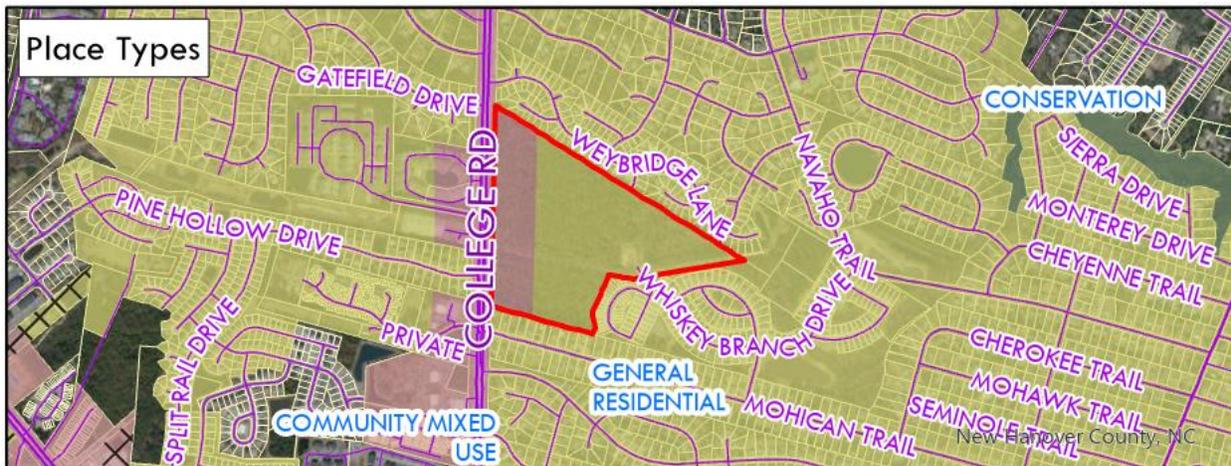


**Context and Compatibility**

- While the area was zoned for low density housing in the late 1960s and early 1970s, the 2016 Comprehensive Plan recommends a mixture of commercial uses and residential densities ranging from 8 to 15 dwelling units per acre. In addition, there are several residential developments along the S. College Corridor that obtained a Special Use Permit to exceed the maximum density of the base residential zoning district, many of which are permitted up to 10.2 dwelling units per acre.
- The subject property is the last large undeveloped tract of land on S. College Road, a major road corridor. The property is located between two commercial nodes and by adding a mixed-use project to the subject site, commercial services would be evenly spaced along S. College Road from Monkey Junction to Shipyard Blvd.
- The proposed master plan positions the commercial components along S. College Road and places lower density housing adjacent to existing residential neighborhoods.

**2016 COMPREHENSIVE 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. These place types are intended to identify general areas for particular development patterns and should not be interpreted as being parcel specific.



<b>Future Land Use Map Place Type</b>	Community Mixed Use & General Residential
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<p><b>Place Type Description</b></p>	<p><u>Community Mixed Use:</u> Focuses on small-scale, compact, mixed use development patterns that serve all modes of travel and act as an attractor for county residents and visitors. Types of appropriate uses include office, retail, mixed use, recreational, commercial, institutional, and multi-family and single-family residential.</p> <p><u>General Residential:</u> Focuses on lower-density housing and associated civic and commercial services. Typically, housing is single-family or duplexes. Commercial uses should be limited to strategically located office and retail spaces, while recreation and school facilities are encouraged throughout. Types of uses include single-family residential, low-density multi-family, residential, light commercial, civic, and recreational.</p>
<p><b>Analysis</b></p>	<p>The subject property is located approximately halfway between the commercial and services nodes at 17<sup>th</sup> Street and Monkey Junction along the S. College Road arterial. The Comprehensive Plan classifies the portion of the property closest to S. College Road as Community Mixed Use, which is intended to promote the development of commercial services and moderate to high density residential development (between approximately 8 to 15 units per acre). The eastern portion of the property closer to existing single-family neighborhoods is designated as General Residential to provide a transition to lower density housing (about 8 units per acre or less).</p> <p>The design of the proposed planned development provides the type of transition in land use intended by the plan, and the overall residential density of the project is in line with the recommendation for areas adjacent to existing neighborhoods.</p> <p>In addition, the property is strategically located between two commercial nodes. Providing commercial services on the site could reduce travel times for the nearby residents, and the proposed residential component of the project supports the Comprehensive Plan’s goal to provide for a range of housing types and opportunities for households of different sizes and income levels.</p>
<p><b>Consistency Recommendation</b></p>	<p>The proposed PD rezoning is generally <b>CONSISTENT</b> with the 2016 Comprehensive Plan because the project provides for the types and mixture of uses recommended in the Community Mixed Use and General Residential Place Types, the residential densities are in-line with those recommended for the property, and the project will provide commercial services in close proximity to nearby residents.</p>

## STAFF RECOMMENDATION

Staff recommends approval of this application and suggests the following motion:

I move to **APPROVE** the proposed rezoning to a PD district. I find it to be **CONSISTENT** with the purposes and intent of the Comprehensive Plan because the project provides for the types and mixture of uses recommended in the Community Mixed Use and General Residential Place Types, the residential densities are in-line with those recommended for the property, and the project will provide commercial services in close proximity to nearby residents. I also find **APPROVAL** of the rezoning request is reasonable and in the public interest because the proposal would benefit the community by providing diverse housing options and commercial services to nearby residents and promoting principals of walkable urbanism.

### Alternative Motion for Denial

I move to **DENY** the proposed rezoning to a PD district. While I find it to be **CONSISTENT** with the purposes and intent of the Comprehensive Plan because the project provides for the types and mixture of uses recommended in the Community Mixed Use and General Residential Place Types, the residential densities are in-line with those recommended for the property, and the project will provide commercial services in close proximity to nearby residents, I find **DENIAL** of the rezoning request is reasonable and in the public interest because the proposal is not consistent with the desired character of the surrounding community and the density will adversely impact the adjacent neighborhoods.