

TEXT AMENDMENT STAFF REPORT



Hearing Date: NA

Case File #: TA-16-02

General Description: Amend Article 6, Zoning Districts; Zoning District Development Standards to create the statutory authority for overlay districts within the Town and to provide for the creation of a Gateway Corridor Overlay District.

Town Initiated

Citizen Initiated

Applicant(s): Town of Sunset Beach

APPLICATION OVERVIEW:

The Sunset Beach Planning & Inspections Department has initiated an application, at the direction of the Planning Board, to amend Article 6, Section 6.03 and create a new section 6.08 in the UDO to provide the statutory authority for the creation of overlay districts within the Town and to create a Gateway Corridor Overlay District. The concern from the Planning Board was need to implement certain aesthetic and design standards for development that would enhance the entranceway through Town and to the island for both permanent residents and visitors.

STAFF COMMENTARY

Staff has reviewed the UDO for the appropriate location to incorporate the language for overlay districts, in general, and for the Gateway Corridor Overlay District, specifically.

Between 2012 and 2013, the Town of Sunset Beach undertook a process to development a vision plan for Sunset Blvd. The planning process was quite involved; with numerous public input meetings being conducted and stakeholder input being solicited. The ultimate document that was produced included a number of specific recommendations for implementation. Recommendations ranged from capital improvement projects to policy changes via regulatory code amendments.

Ultimately, Town Council did not adopt the entire plan. However, one of the recommendations in the plan called for the creation of an overlay district to address design standards for enhancing the Sunset Blvd. corridor in Town. These standards would be targeted to a specific area along Sunset Blvd. and would require enhanced standards above what would be found in the general zoning districts. The Planning Board wished to pursue the creation of this district and directed staff accordingly.

The Planning Board created a sub-committee consisting of 2 board members and a third business stakeholder who is the property manager for nearly all of the area in question. The result of these meetings was the creation of an overlay district that contains enhanced standards for parking and access, signs, architectural design, and landscaping. In addition, the sub-committee agreed to expand the geographical scope of the overlay to not only include Sunset Blvd., but to also include Hwy. 904 to the Town limits; thus making it a true “gateway” in its scope.

[UPDATE for 8-4-16] Based upon discussion at the 7-21-16 meeting, the Planning Board made minor modifications to language; including identifying a color palate for earth tone. Building sizes have been analyzed in the corridor and it has been determined that a small building is less than 5,000 sq ft, medium up to 15,000 sq ft, and a large building greater than 15,000 sq ft. It is our recommendation to use monetary value of 50% of structure to base the applicability of the regulations contained herein. If so, an individual must make a substantial investment in a property and therefore, should be responsible for compliance with the design guidelines.

Furthermore, according to the Brunswick Electric Membership Corporation (BEMC), “all requests for Specialty Lighting are to be referred to the Lighting Supervisor for a quote.” As such, it can be assumed that additional costs will be borne by the property owner for the installation of specialty lighting.

[UPDATE for 8-18-16] Based upon discussion at the 8-4-16 meeting, the Planning Board requested size thresholds to be identified for applicability. The amendment has been revised accordingly.

In addition, a request was made for specialty light pricing from the Brunswick Electric Membership Corporation (BEMC). A representative from BEMC will attend the Planning Board meeting to provide information to the board concerning pricing.

Lastly, a rezoning will be required for all properties that are to be included in the Gateway Overlay District. This process should begin once the text contained herein has been approved by the Planning Board.

[UPDATE for 8-25-16] A request was made for specialty light pricing from the Brunswick Electric Membership Corporation (BEMC). A representative from BEMC was unable to provide specific pricing for specialty lighting. As a result, the amendment has been revised to include one

specific light. Moving forward, lighting selected within the overlay should be similar and/or consistent with the light provided.

In addition, few enforcement mechanisms are in place to ensure re-painting of existing buildings is done in accordance with the provisions of the overlay. Therefore, upon adoption, a mailed notice will be sent to each property owner informing them of the applicable provisions of the overlay with encouragement to choose paint colors consistent with those provided herein. Applicability based on the tax value of the structure has also been clarified.

[UPDATE for 9-30-16] Further clarification has been added to the exempt uses and applicability. Only single-family uses are exempt and more clarity has been added for golf courses and associated uses.

PROPOSAL

The proposed amendment is attached and subsequently amended.

PLANNING BOARD SUMMARY

Action:

- (A) X The Planning Board hereby recommends approval of the proposed amendment to the Unified Development Ordinance and finds that it is (i) consistent with Policy 20 (D) of the Town’s comprehensive plan (2010 Town of Sunset Beach CAMA Land Use Plan) stating that “The appearance of commercial development will be enhanced by the enforcement of stricter sign and landscaping regulations,” and finds (ii) that it is in the public interest because it will support official Town policy/agreements to “maintain small town charm, appearance, and atmosphere.”

- (B) The Planning Board hereby recommends denial of the proposed amendment to the Unified Development Ordinance and finds that (i) it is not consistent with the Town’s comprehensive plan (2010 Town of Sunset Beach CAMA Land Use Plan) stating that and/or (ii) it is not in the public interests for the following reasons: _____.

Recommend Approval (A) X Recommend Denial (B)

(For 4 Against 0 Abstained)

Commentary:

[UPDATE for 10-06-16] The Planning Board hereby recommends approval of the amendment.

TOWN COUNCIL SUMMARY

Action:

(A) _____ The Town Council hereby approves proposed amendment to the Unified Development Ordinance and finds that it is (i) consistent with Policy 20 (D) of the Town’s comprehensive plan (2010 Town of Sunset Beach CAMA Land Use Plan) stating that “The appearance of commercial development will be enhanced by the enforcement of stricter sign and landscaping regulations,” and finds (ii) that it is in the public interest because it will support official Town policy/agreements to “maintain small town charm, appearance, and atmosphere.”

(B) _____ The Town Council hereby denies the proposed amendment to the Unified Development Ordinance and finds that (i) it is not consistent with the Town’s comprehensive plan (2010 Town of Sunset Beach CAMA Land Use Plan) stating that and/or (ii) it is not in the public interests for the following reasons:
_____.

Approved _____ Denied _____

(For _____ Against _____ Abstained _____)

Commentary:

SECTION 6.03 ~~PRIMARY~~ ZONING DISTRICTS

(1) Primary Zoning Districts. For the purposes of this Ordinance, the Town of Sunset Beach, North Carolina is hereby divided into the following primary *zoning* districts:

(2) Overlay Zoning Districts. Overlay zoning is generally used when there is special public interest that does not coincide with the base zoning districts in a particular geographic area. It is a mapped area that may either impose additional restrictions or relax certain provisions of the underlying zoning district. For the purposes of this Ordinance, the Town of Sunset Beach, North Carolina has hereby established the following overlay *zoning* districts:

(A) Gateway Corridor Overlay District. This district is intended to protect and preserve the visual appearance of gateways into the Town and to promote traffic safety in those areas of the Town that are especially prone to heavy traffic.

SECTION 6.07 OVERLAY ZONING DISTRICT DEVELOPMENT STANDARDS

(A) Gateway Corridor Overlay District.

1. General Requirements.

The following general requirements apply to the Gateway Corridor Overlay District:

- a. The Gateway Corridor Overlay District is a district that supplements the underlying zoning district established on the site. In addition to the requirements of the underlying zoning district(s), the requirements herein shall apply to all new construction, additions, alterations, or expansions to existing buildings, parking lots or vehicular storage areas, as expressed herein.
- b. All uses permitted in the underlying zoning districts are allowed as regulated by said districts, unless explicitly expressed herein.
- c. The specific development requirements of the Gateway Corridor Overlay District shall apply uniformly to all buildings on parcels that lie, in whole or in part, within the overlay.
- d. In case of conflict with the regulations of the underlying zoning district within the Unified Development Ordinance and these requirements, the requirements of this overlay shall govern.

2. Applicability.

The Gateway Corridor Overlay District standards shall apply to all buildings on lots or open uses of land constructed, reconstructed, or established whereby the lot either fronts directly onto the corridor or to buildings within 300 ft. of the centerline of Highway 904 and Sunset Blvd; whichever is less. The boundary of the overlay shall begin at the intersection of Old Georgetown Rd. and NC Highway 904, running southward along Highway 904 to the intersection of NC Highway 904 and Sunset Blvd., then running West along Sunset Blvd., terminating at the Intercostal Waterway; as depicted on the Official Zoning Map of the Town of Sunset Beach.

3. Exemptions. The Gateway Corridor Overlay District design standards shall not apply to:

- a. Single-family and duplex dwellings;
- b. Development within the Mixed Use District (MUD);
- c. Churches or other places of religious assembly as a principle use on their own lot; and
- d. Golf courses and golf driving ranges.
- e. Those buildings existing on the effective date of the establishment of this overlay whose improvements do not exceed 50% of the structure's tax value of

a 5,000 sf or less structure or do not exceed 25% of the structure’s tax value of a structure greater than 5,000 sf. Tax values shall be based upon those provided by the Brunswick County Assessor’s office.

- f. Those projects that have an approved Site Specific Development Plan in compliance with the Unified Development Ordinance.

4. Expansion of Existing Uses.

Those buildings whose improvements exceed 50% of the structure’s tax value of a 5,000 sf or less structure or exceed 25% of the structure’s tax value of a structure greater than 5,000 sf (tax values shall be based upon those provided by the Brunswick County Assessor’s office) after the effective date of this overlay, the following requirements shall be met:

- a. Required street planting yards shall be provided. In locations where the entire width of the required planting yard cannot be provided due to existing development, planting yards shall be provided to the extent possible, with no reduction in the size or numbers of required plantings.
- b. The expanded portion only of any new parking lot or vehicular storage area shall meet the full landscaping and screening requirements for parking and vehicular surface areas.
- c. Nonconforming signage shall comply with the Unified Development Ordinance.
- d. A pedestrian path shall be required to be constructed in accordance with Section 6.07 (5)(C)(3) of this ordinance.

5. Use and Design Standards.

- (A) Landscaping and Screening Requirements: Landscaping and screening shall be in planted in accordance with the requirements in Article 10 of the Unified Development Ordinance (UDO). However, the permitted tree types shall be limited to the following:

<u>Botanical Name</u>	<u>Common Name</u>
<u>Larger Trees and Shade Trees</u>	
<u>Magnolia Grandiflora</u>	<u>Southern Magnolia</u>
<u>Sabal Palmetto</u>	<u>Sabal Palm</u>
<u>Quercus Phellos</u>	<u>Willow Oak</u>
<u>Quercus Virginiana</u>	<u>Live Oak</u>
<u>Taxodium Distichum</u>	<u>Bald Cypress</u>
<u>Acer Rubrum</u>	<u>Red Maple</u>
<u>Quereus Falcata</u>	<u>Southern Red Oak</u>

<u>Juniperus Virginiana</u>	<u>Southern Red Cedar</u>
<u>Pinus Glabra</u>	<u>Spruce Pine</u>
<u>Understory Trees</u>	
<u>Cerci Canadensis</u>	<u>Redbud</u>
<u>Cornus Florida</u>	<u>Flowering Dogwood</u>
<u>Ilex "Nellie Stevens"</u>	<u>Nellie Stevens Holly</u>
<u>Ilex Opaca</u>	<u>American Holly</u>
<u>Lagerstroemia Hybrids</u>	<u>Crape Myrtle Hybrids</u>
<u>Magnolia Soulangiana</u>	<u>Saucer Magnolia</u>
<u>Magnolia Virginiana</u>	<u>Sweet Bay Magnolia</u>
<u>Prunus Caroliniana</u>	<u>Carolina Cherry</u>
<u>Acer Palmatum</u>	<u>Japanese Maple</u>
<u>Eriobotrya Japonica</u>	<u>Loquat</u>
<u>Prunus Serrulata</u>	<u>Japanese Flowering Cherry</u>
<u>Aesculus Pavia</u>	<u>Red Buckeye</u>

(B) Parking and Loading Areas:

(1) Parking in the front of the building shall be limited to no more than 2 rows of parking parallel to the front façade of the principle building.

(2) Bicycle racks shall be required.

a. A minimum of 3 bicycle parking spaces shall be provided. In addition to the required number bicycle rack spaces, spaces shall be provided at a rate of 1 bicycle space for every 20 required parking spaces; up to a maximum of 6 bicycle spaces. In the instance of a resulting fraction in calculation, the number shall be rounded up to the next applicable number.

(C) Access Management:

(1) Driveway access for individual lots shall be limited to shared driveways at a minimum rate of one (1) driveway per two (2) lots to avoid multiple driveway cuts. Individual driveway accesses may be allowed at the discretion of the Planning Board when site conditions relative to topography, avoiding utility infrastructure, or other clearly identifiable safety conditions are present.

(2) Cross access lanes shall be provided to neighboring properties to ensure access without the need to re-enter the road system. The Planning Board may

waive or modify this requirement when site conditions relative to topography, avoiding utility infrastructure, or other clearly identifiable safety conditions are present.

(3) A pedestrian path shall be required to be constructed along the entire frontage of the subject property where the development is occurring. The path shall be constructed to a minimum width of 5 ft. and to the specifications established for sidewalk construction found in Chapter 98 of the Town Code.

(D) Lighting:

(1) For all lots with an existing or proposed cumulative building square footage of less than 25,000 sq. ft., all parking lot lighting shall be limited to a maximum height of 25 ft. Where possible, light poles shall be selected so they are consistent with existing lighting fixtures within the overlay district. Such lighting should be selected as a Brunswick Electric Membership Corporation (BEMC) specialty fixture comparable with the image contained within this section. The Planning Board may apply discretion in selection of any lighting fixtures.



(2) Decorative pathway lighting shall be provided for all pedestrian paths required by this overlay. Such lighting may include landscaping or bollard lighting to allow for adequate illumination of the path during night hours.

(E) Convenience Stores with Fuel Pumps and Gasoline Service Stations:

(1) Buildings: Convenience store and gasoline service station buildings shall comply with the following standards:

a. Buildings shall have hip or gable roofs with earth colors. Flat roofs are prohibited;

b. Buildings shall be constructed with earth tone brick or with masonry which is painted with natural earth tones.

(2) Canopies:

a. The maximum area of signage affixed to each side of a canopy shall not exceed 20 square feet or 25 percent of the canopy fascia, whichever is less

b. Canopy columns shall be finished with either brick or masonry that is consistent with the principal building material.

(3) Landscape boulders or other decorative devices shall be used near driveway entrances in lieu of steel bollards. However, bollards may be used to protect fuel pump islands.

(4) Fuel pricing signs shall display only the name, trademark, registered logo or vehicular fuel product and prices

(F) Architecture:

(1) Primary building facades within the corridor overlay shall be finished with at least 80% of one or more of the following materials:

- a. Brick and brick veneer;
- b. Stone, stone veneer, and cultured stone;
- c. Precast or field-poured tilt concrete panels with texture and architectural detailing;
- d. Stucco with architectural detailing;
- e. Cementous siding;
- f. Wood and wood materials designed and intended for use as exterior finish material;
- g. Tilt wall panels;
- h. Split-faced Concrete Masonry Units (CMU);
- i. Other materials approved by the Planning Board consistent with the purpose of these standards.

(2) Corrugated metal or vinyl siding used as a primary siding material is prohibited. However, such siding may be used for secondary trim and architectural accent materials not included in the principle façade calculation as outline in F(1) above.

(3) No awnings or canopy fascia shall be internally lit.

(4) Exposed neon tubing or other similar lighting shall not be allowed as exterior building treatments.

(5) Applicants are required to submit color renderings, color elevation drawings, or color photographs with the site plan or to place a note on the site plan indicating that compliance with this section shall be achieved and approved by the Planning and Inspections Director prior to installation.

(G) Color

1. Building and roof colors shall consist of earth tone colors. Primary colors or bright colors shall be limited to trim and signage. Day glow or neon colors shall be prohibited. This standard shall apply at any time a building is refaced, repainted, or when the exterior color of the applicable wall is substantially changed by more than 50%.

2. Applicants are required to submit color renderings, color elevation drawings, or color photographs with the site plan or to place a note on the site plan indicating that compliance with this section shall be achieved and approved by the Planning and Inspections Director prior to installation.

3. The overall exterior color scheme must be selected to be harmonious with the neighborhood and blend with the natural surroundings of the site. Earth tones must be chosen as the predominant colors. Colors shall not be used to cause the structure to stand out from others or its background. Consideration must be given to the compatibility of colors with those existing in the vicinity. The size of the structure and the amount of shading it will receive are also factors in the selection of colors. Colors that may be approved on sites with good tree coverage providing adequate shading may not be approved on a site with inadequate shading. An example earth tone color palate is provided herein.



4. Color Hue. Any accent colors shall be of analogous tints, shades, or tones that are low in intensity or brightness. Primary, secondary, and highly saturated, bright tertiary colors should be avoided. Accent colors may only be approved for very limited use where appropriate to highlight a feature of the design or provide visual interest. A small area of brighter color may be appropriate to emphasize an architectural detail but would not be approved for a larger area. The number of such colors shall be limited and must be compatible within the overall color scheme.

5. Contrast. Exterior color schemes must avoid placing together colors with values that are highly contrasting. Subtle levels of contrast are desirable to emphasize architectural elements or to provide visual interest. A slightly darker wall color on the bottom story of a two-story structure may help reduce the visual height of the building. The use of black, white or off-white is typically avoided and may be approved only for very limited use where a high level of contrast is warranted.

6. Signage.

Signage shall be in accordance with the following requirements. In case of conflict with the signage provisions of the underlying zoning districts, the stricter standard shall apply.

(1) Prohibited signs: In addition to signage prohibited by the Unified Development Ordinance, the following signs shall be prohibited in the corridor overlay:

a. Signs containing exposed neon tubing, but not including those attached to or displayed within a window.