

TEXT AMENDMENT STAFF REPORT



Hearing Date: 1-21-16
[UPDATED 3-3-16, 3-17-16, 4-7-16]

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 develop 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.

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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.

PROPOSAL

The proposed amendment is attached and subsequently amended. Also attached is a GIS zoning map exhibit indicating the boundaries of the district.

Staff **recommends approval** of the amendment.

PLANNING BOARD SUMMARY

Action:

The Planning Board finds that the proposed amendments to Unified Development Ordinance X is is **not** consistent with the Sunset Beach Comprehensive Land Use Plan.

Passed X Denied (For 4 Against Abstained)

Commentary:

[UPDATE for 3-3-16] Based upon discussion at the 2-18-16 meeting, the Planning Board asked staff to review the applicability requirements with the sub-committee and bring back some clarification. Staff met with the committee members and has amended the language accordingly. The amended language is noted in blue in the updated, attached language.

[UPDATE for 3-17-16] Based upon discussion at the 3-3-16 meeting, the Planning Board made minor modifications to language; including defining some terms and removing minor wording.

[UPDATE for 4-7-16] Based upon discussion at the 3-17-16 meeting, the Planning Board made minor modifications to language; including adding language to address expansion of uses and painting. The clean version of the most updated language is attached as Attachment 3.

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*****At the April 7th, 2016 meeting, the Planning Board approved to recommend the following language to Town Council:

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.

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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. Residential uses;
- b. Uses associated with or part of a Mixed Use District (MUD);
- c. Churches or other places of religious assembly as a principle use on their own lot
- d. Golf courses and associated uses.
- e. Those buildings and their accessory uses including parking or vehicular storage areas existing on the effective date of the establishment of this overlay whose gross square footage of building, parking area, or open use of land is not expanded in excess of 3,000 square feet.
- f. Those projects that have an approved Site Specific Development Plan in compliance with the Unified Development Ordinance.

4. Expansion of Existing Uses.

For those buildings, parking areas, or open uses of land which are expanded in excess of 3,000 square feet of their gross square footage 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.

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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. For the purposes of this section “earth tone” colors are defined as colors that are muted and flat in an emulation of the natural colors found in dirt, moss, trees and rocks.

(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.

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(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 12 bicycle spaces. In the instance of a resulting fraction in calculation, the number shall be rounded up to the next applicable number.

b. For every 3 bicycle spaces provided above the minimum, required parking spaces may be reduced by 2 spaces, up to a maximum of 12 bicycle spaces. In the instance of a resulting fraction in calculation, the required number shall be rounded down 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 and Inspections Director 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 and Inspections Director 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. Light poles shall be non-standard and decorative in design.

(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.

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(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;

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- g. Tilt wall panels;
- h. Split-faced 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) 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%.

(5) Building color schemes shall blend in with surroundings. Multiple colors or unusual patterns or geometric shapes shall be avoided.

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

(7) 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.

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.

TOWN COUNCIL SUMMARY

Action:

The Town Council finds that the proposed amendments to Unified Development Ordinance _____ **is** _____ **is not** consistent with the Sunset Beach Comprehensive Land Use Plan.

Passed _____ Denied _____ (For _____ Against _____ Abstained _____)

Commentary:

The Town Council will consider recommendation during the May 2, 2016 meeting.