This morning’s discussion:

1. Recent Activity: Lessons from Raleigh
2. Briefing Opportunities Going Forward
3. Example of Comp Plan Policy Initiative: Street Frontages
1. **Recent Activity: Lessons from Raleigh**

   - Meet with anybody or any group that asks.
   - Employ “family” of related publications/mailings to get the word out.
   - Planning Commission, then City Council: multiple work sessions over months
   - Phased Adoption: First the Text, then the map
   - An arduous, detailed process to produce a transformative product
   - Create an aesthetically visual consistency throughout corridors
2. **Briefing Opportunities Going Forward**

- Twice Monthly: Agenda Briefings on Comp Plan/LDC Policy Initiatives
- Monthly: Presentations on Policy Initiatives before Planning Commission
- Additionally: Videotaped and rebroadcast presentations for GTV.
Upcoming Policy Briefings (Tentative)

- Street Frontages (today)
- Accessory Dwellings
- Parking
- Mixed Use Districts
- Trees/Landscaping
- Form Based Code
- UMX District Improvements
- Multi Family Districts
- Redevelopment Incentives
- Change in Use Provisions
3. Example of Comp Plan Policy Initiative: Street Frontages

- The 80% Rule of Thumb
- How do we handle street frontages now? What’s not working? Why?
- What do our street frontages say about Wilmington’s perceived quality of place?
- Should all street frontages be treated the same? Why or why not?
CODE OF ORDINANCES

City of

WILMINGTON, NORTH CAROLINA

Looseleaf Supplement

This Supplement contains all ordinances deemed advisable to be included at this time through:


See the Code Comparative Table for further information.

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9 Urban Design and Placemaking

9.1 Unique Wilmington
9.2 Public Space Network
9.3 Pedestrian-oriented Placemaking
9.4 Corridors and Main Streets
9.5 Neighborhoods
9.6 Mixed-use Centers and Places

“Creating socially viable cities for everyone necessitates staying options for all ages.”

— Jan Gehl

Public Space
Great public spaces are active and serve as gathering places for everyone (image opposite).

Image Source: Courtesy of Gehl Architects Project.
Shared street space design, New Road, Brighton, UK.
Components of a Corridor
A corridor is more than a street; it is a wide linear area running along a roadway that includes several components.

Wilmington’s major commercial corridors -- Market Street, College Road, Oleander Drive, and Carolina Beach Road -- should enhance the city’s image.

-Create Wilmington Comprehensive Plan

What is Frontage?
Frontage is everything between the street and the building.

- Building Placement
- Entrances
- Parking
- Landscaping
- Signage

The creation of boulevards with landscaped medians, the use of street trees and sidewalks, and higher standards for building frontages will greatly improve the appearance of Wilmington’s corridors....

-Create Wilmington Comprehensive Plan
Frontage

The design of streets and the relationship of buildings along them are key components of city-building and placemaking, as this relationship creates the “container” within which social and economic activity can occur, as well as the walkability, character, and perceived quality of a place. The approach that a commercial, mixed-use, or multifamily development takes toward the street is known as “frontage.” Frontage includes the placement and orientation of the buildings on a site, the location of primary entrances, landscaping around the front of the property and along the street, and the location of parking. Frontage is a fundamental urban design attribute, as it governs the relationship between the private and public realms.

1. Urban Frontages

Generally, urban frontage should be used in both traditional urban areas and new urban areas, including downtown, pedestrian business districts, and transit-oriented development areas. Urban frontages should be used to create streetwalls and a pedestrian-oriented environment. In this setting, vehicular access and front door parking are accommodated on-street. Off-street parking is located to the side, rear, or under buildings, but never between the buildings and the street.

2. Mixed/Semi-Urban Frontages

A mixed, or semi-urban, frontage may be used in intensifying suburban areas, particularly where multimodal investments are planned and where on-street parking is not a feasible option for front door access. In such areas, urban frontages may be used and would likely be confined to side or interior streets where on-street parking could be accommodated. Elsewhere, off-street front door parking would be available, but limited in depth so that pedestrian connections remain convenient and direct.

3. Suburban Frontages

Suburban frontage is a feasible solution where existing densities are low and multimodal transportation access is not anticipated to be significant within the horizon of this plan, or where the urban or hybrid approaches are not practical or feasible. While pedestrian access and circulation should still be accommodated, standards for building location would not necessarily be required, and front door parking is an acceptable design solution.

- **Civic**
  - Main entries and windows up to the sidewalk.

- **Side**
  - Main entries and windows towards side parking.

- **Parking Field**
  - Parking lots placed between the building and the street.

- **Parkway**
  - Parking is screened from the roadway by a landscaped front yard area.

- **Semi-urban**
  - Limited front parking.

- **Semi-urban Parkway**
  - Frontage has some green space or front yard.
### Suburban Frontage

**Description**

Intended for minor and major arterials where access to buildings by automobile is desired but where some level of walkability is maintained. Parking and drive aisles between the building and street is allowed. Requires a heavily landscaped area between the roadway and parking to ensure a continuous green corridor along the street right-of-way.

<table>
<thead>
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<th>Build-to</th>
<th>Major Corridors</th>
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<tr>
<td>Primary street (min/max)</td>
<td>30’/100’</td>
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**Parking**

Packing setback from front street (min) 30’

**Pedestrian Access**

Front street-facing entrance required yes

Street-facing entrance spacing (max) 300’

**Streetyard Landscape**

(2) canopy tree (min) 600 sf
(2) understory tree and (12) shrubs 300 sf

**Signs**

Freestanding monument square footage (max) 80 sf
Freestanding monument height (max) 12’
Wall mounted square footage (max) 60 sf
## Semi-urban Frontage

**Description**

Intended for collector streets and minor arterials where it is desirable to locate buildings close to the street and walkability is desired. Parking and drive aisles between the building and street are not allowed. Requires heavily landscaped area between the parking and street rights-of-way.

<table>
<thead>
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<th>Build-to</th>
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<tr>
<td>Primary street (min./max)</td>
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**Parking**

- Parking setback from primary street (min): 30'
- No off-street parking or vehicular surface area permitted between the building and the street

**Pedestrian Access**

- Front street-facing entrance required: yes
- Street-facing entrance spacing (max): 100'

**Street/yard landscape (< 2 for parking frontage)**

- (1) canopy tree along right-of-way (min): 30 ft
- (1) understory tree and (6) shrubs (min): 300 sq ft

**Signs**

- Freestanding monument square footage (max): 80 sq ft
- Freestanding monument height (max): 8'
- Wall mounted square footage (max): 60 sq ft
**Urban Frontage**

**Description**
Intended for main streets and collector streets where the highest level of walkability is desired. Parking and drive aisles between the building and street are not allowed. Buildings abut the street and sidewalk and parking is setback and heavily landscaped along primary street frontage.

<table>
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**Parking**

| Parking setback from primary street (min) | 30' |
| Parking setback may be reduced with addition of street wall (min) | 6' tall |
| No off-street parking or vehicular surface area permitted between the building and the street |

**Pedestrian Access**

| Front street-facing entrance required | yes |
| Street-facing entrance spacing (max) | 75' |

**Streetyard Landscape (12 for parking frontage)**

| (1) canopy tree along right-of-way (min) | 30 ft |
| (6) shrubs (min) | 300 sf |

**Signs**

| Wall mounted square footage (max) | 60 sf |
Frontage Elements

1. Building Placement
2. Entrances
3. Parking
4. Landscaping
5. Signage
Test Case
4389 Oleander Drive
Chuck E Cheese
Major Corridor Transformation

How will we enhance the major corridors of Wilmington?
Additional Discussion