



LDC UPDATE

City Council Agenda Briefing

January 22, 2019

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?



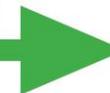
CREATE WILMINGTON COMPREHENSIVE PLAN
Policies

- 1 Growth Factors Report
- 2 Foundations Report
- 3 **Policies**
- 4 Growth Strategies Maps
- 5 Growth Strategies Report

Guiding Document

Transformation

Implementation Tool



ADOPTED 3/1/2016



CODE OF ORDINANCES

City of

WILMINGTON, NORTH CAROLINA

Looseleaf Supplement

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

Ordinance No. O-2018-32, adopted May 15, 2018.

See the Code Comparative Table for further information.

Remove Old Pages

xv—xxi
Checklist of up-to-date pages

SH:3
CD5:1—CD5:2.3
CD5:5—CD5:6.1
CD8:1—CD8:4
CD18:77—CD18:78.1
CD18:133—CD18:136.1
CD18:185—CD18:188.3
CD18:194.9—CD18:194.14
CD18:287—CD18:290
CD18:292.3—CD18:292.5
CD18:507, CD18:508
CD18:513
CCT:63
SRT:7—SRT:9
CDi:3—CDi:8
CDi:39—CDi:40.1
CDi:45, CDi:46
CDi:49, CDi:50

Insert New Pages

xv—xxi
Checklist of up-to-date pages
(following Table of Contents)
SH:3
CD5:1—CD5:2.3
CD5:5—CD5:6.2
CD8:1—CD8:4.2
CD18:77—CD18:78.1
CD18:133—CD18:136.2
CD18:185—CD18:188.3
CD18:194.9—CD18:194.14
CD18:287—CD18:290.1
CD18:292.3—CD18:292.6
CD18:507—CD18:508.1
CD18:513
CCT:63
SRT:7—SRT:9
CDi:3—CDi:8
CDi:39—CDi:40.1
CDi:45—CDi:46.1
CDi:49—CDi:50.1



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

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.

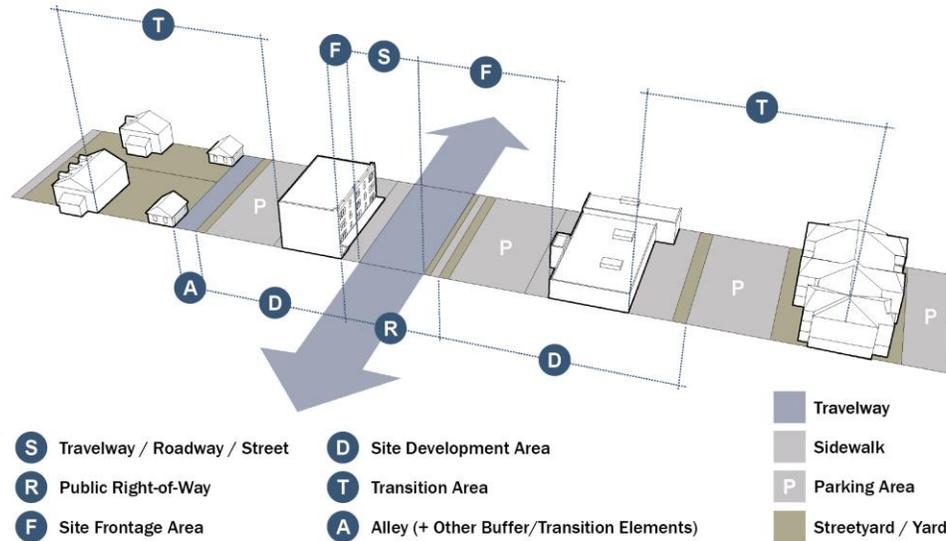
“Creating socially viable cities for everyone necessitates staying options for all ages.”

— Jan Gehl



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.



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

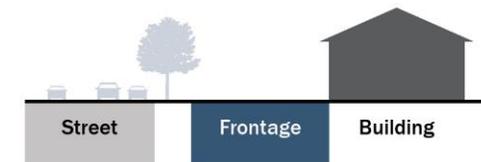
Wilmington's major commercial corridors -- **Market Street, College Road, Oleander Drive, and Carolina Beach Road** -- should enhance the city's image.

-Create Wilmington Comprehensive Plan

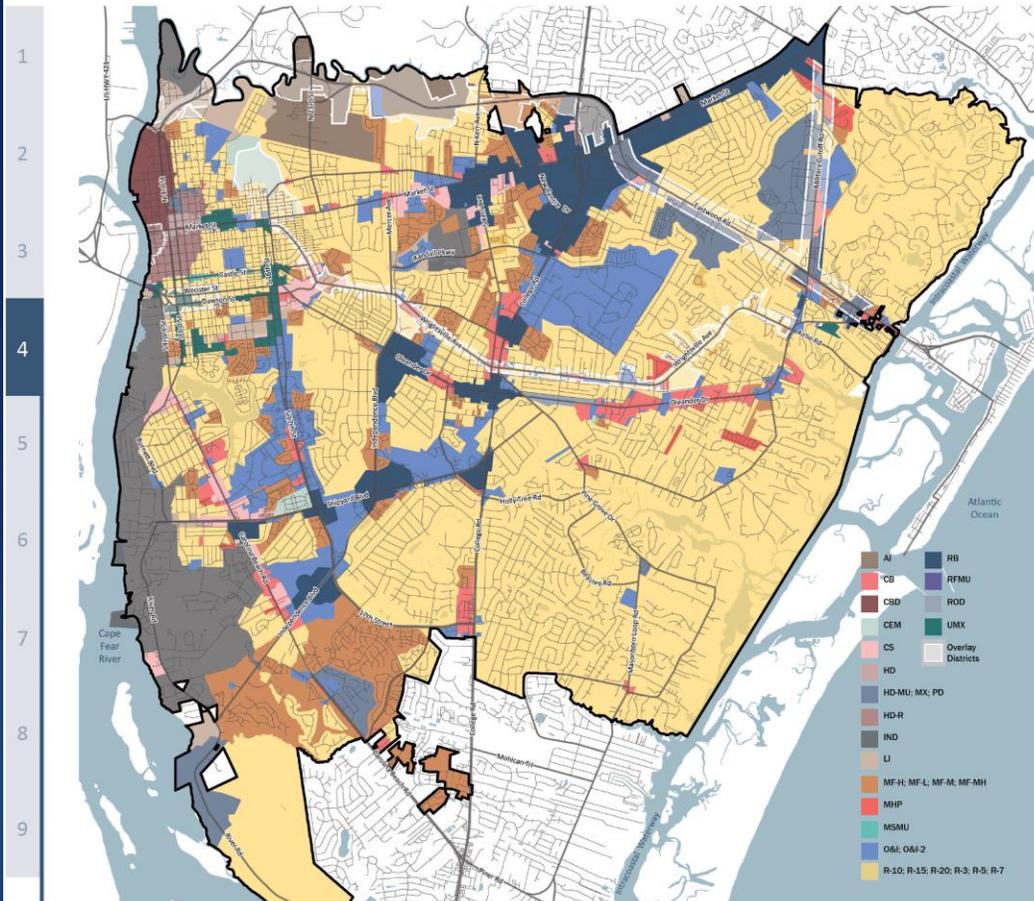
What is Frontage?

Frontage is everything between the street and the building.

- Building Placement
- Entrances
- Parking
- Landscaping
- Signage

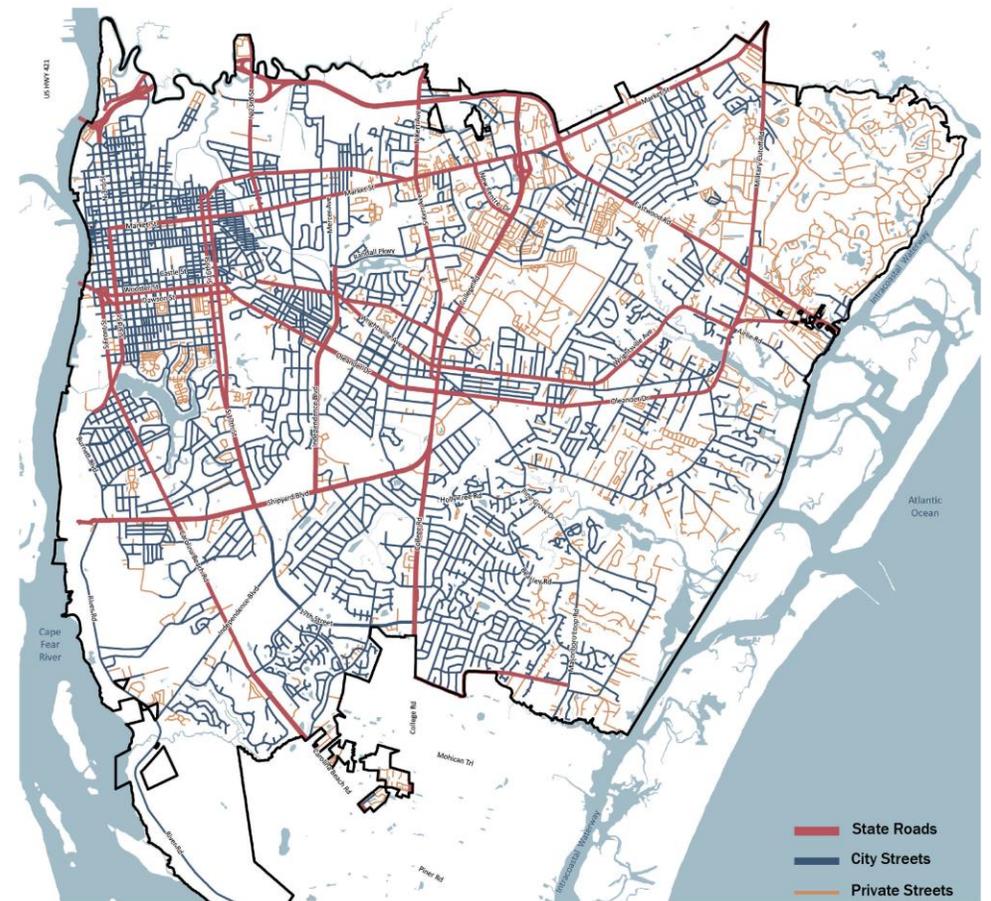


4.2 Current Zoning



7.3 State, City, and Private Streets

Guiding Document



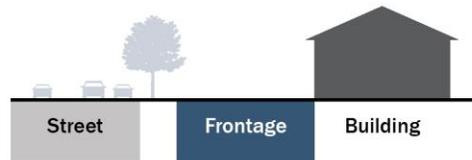
Frontage

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.

Frontage is the land area in between the street and the building. How the building relates to the street in this area is a critical aspect of good city design.

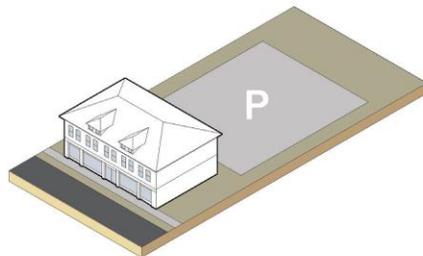


Frontage of Mixed-use Development, Raleigh
Source: City of Wilmington

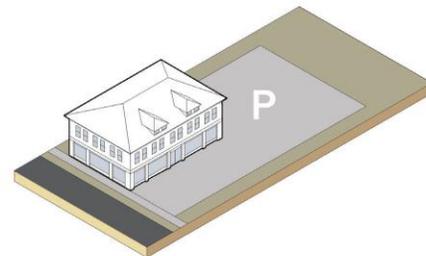
1

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.



Civic
Main entries and windows up to the sidewalk.

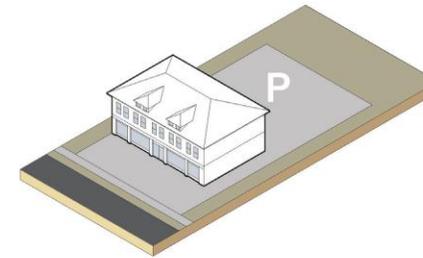


Side
Main entries and windows towards side parking.

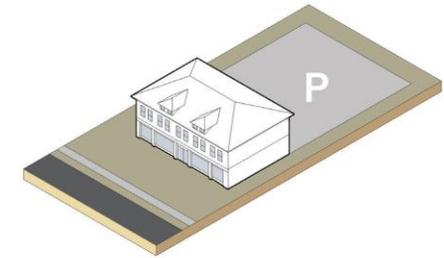
2

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.



Semi-urban
Limited front parking.

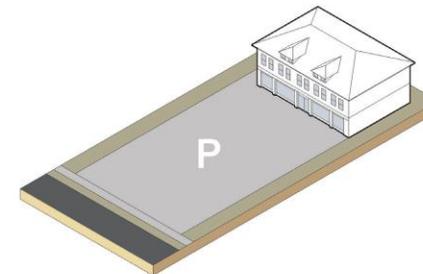


Semi-urban Parkway
Frontage has some green space or front yard.

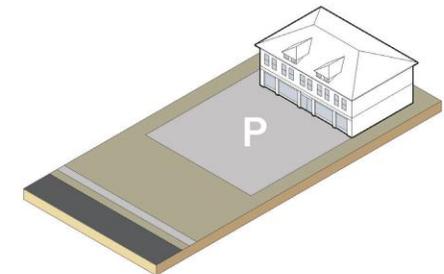
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Suburban Frontages

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.



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



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

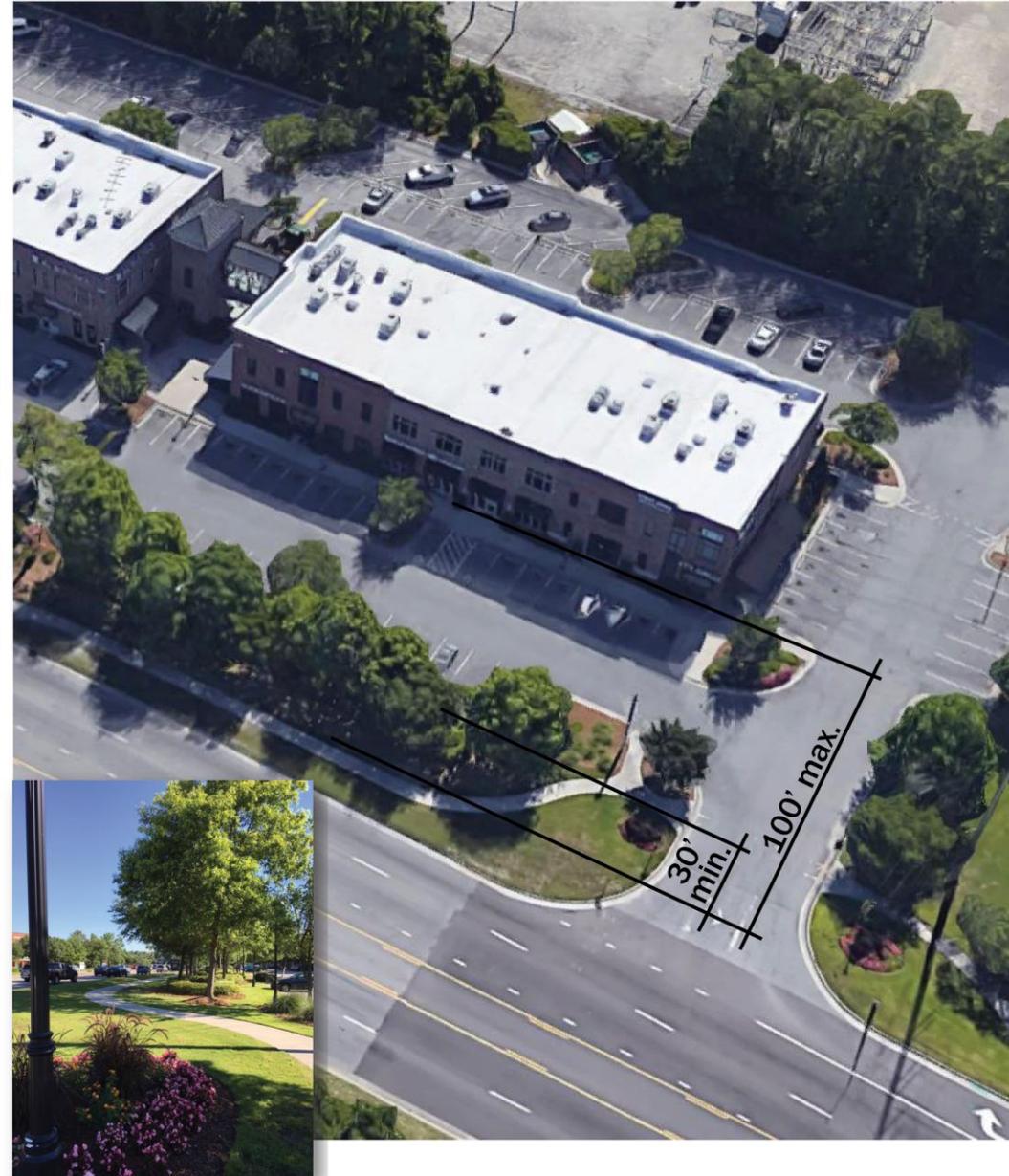
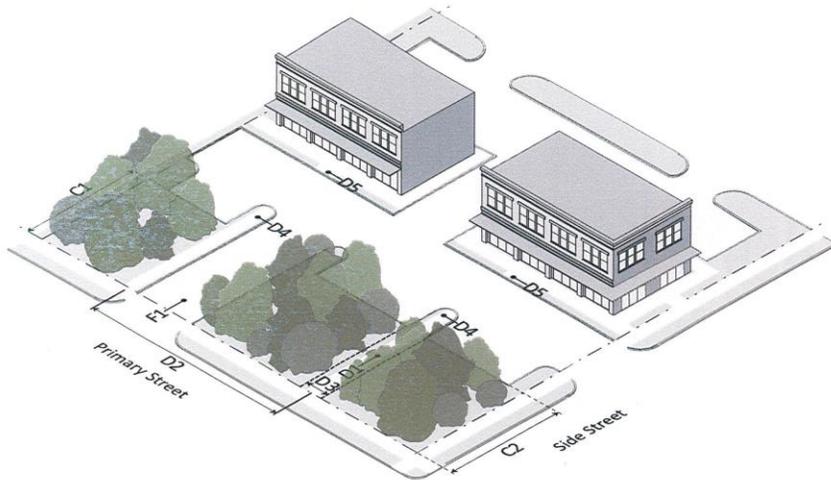
3 Suburban Frontage

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.

Major Corridors

Build-to	
Primary street (min/max)	30'/100'
Building width in primary build-to (min)	50%
Side street (min/max)	30'/100'
Building width in side build-to (min)	25%
Parking	
Parking setback from front street (min)	30'
Required Open Space shall be concentrated within the front streetyard	
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

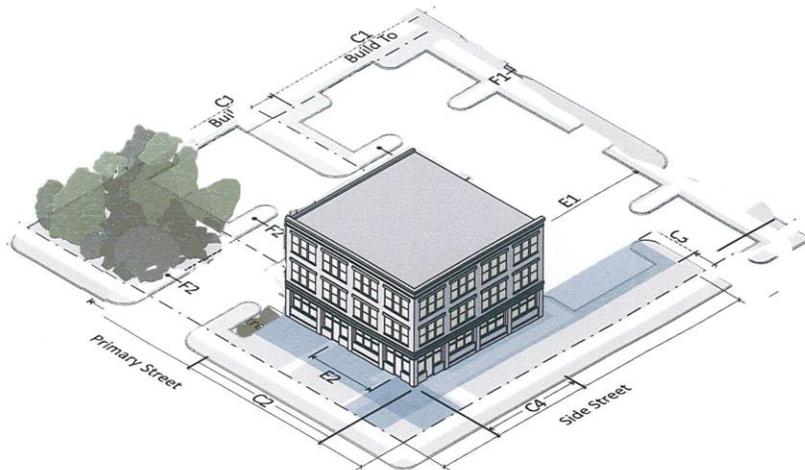


2 Semi-urban Frontage

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.

		Major Corridors
Build-to		
Primary street (min/max)		10'/30'
Building width in primary build-to (min)		50%
Side street (min/max)		10'/30'
Building width in side build-to (min)		25%
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'
Streetyard Landscape (x2 for parking frontage)		
(1) canopy tree along right-of-way (min)		30 lf
(1) understory tree and (6) shrubs		300 sf
Signs		
Freestanding monument square footage (max)		80 sf
Freestanding monument height (max)		8'
Wall mounted square footage (max)		60 sf

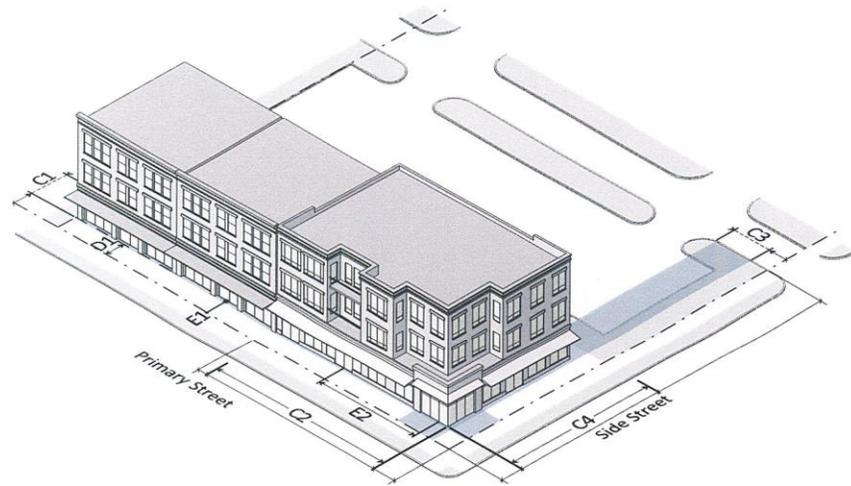


1 Urban Frontage

Description

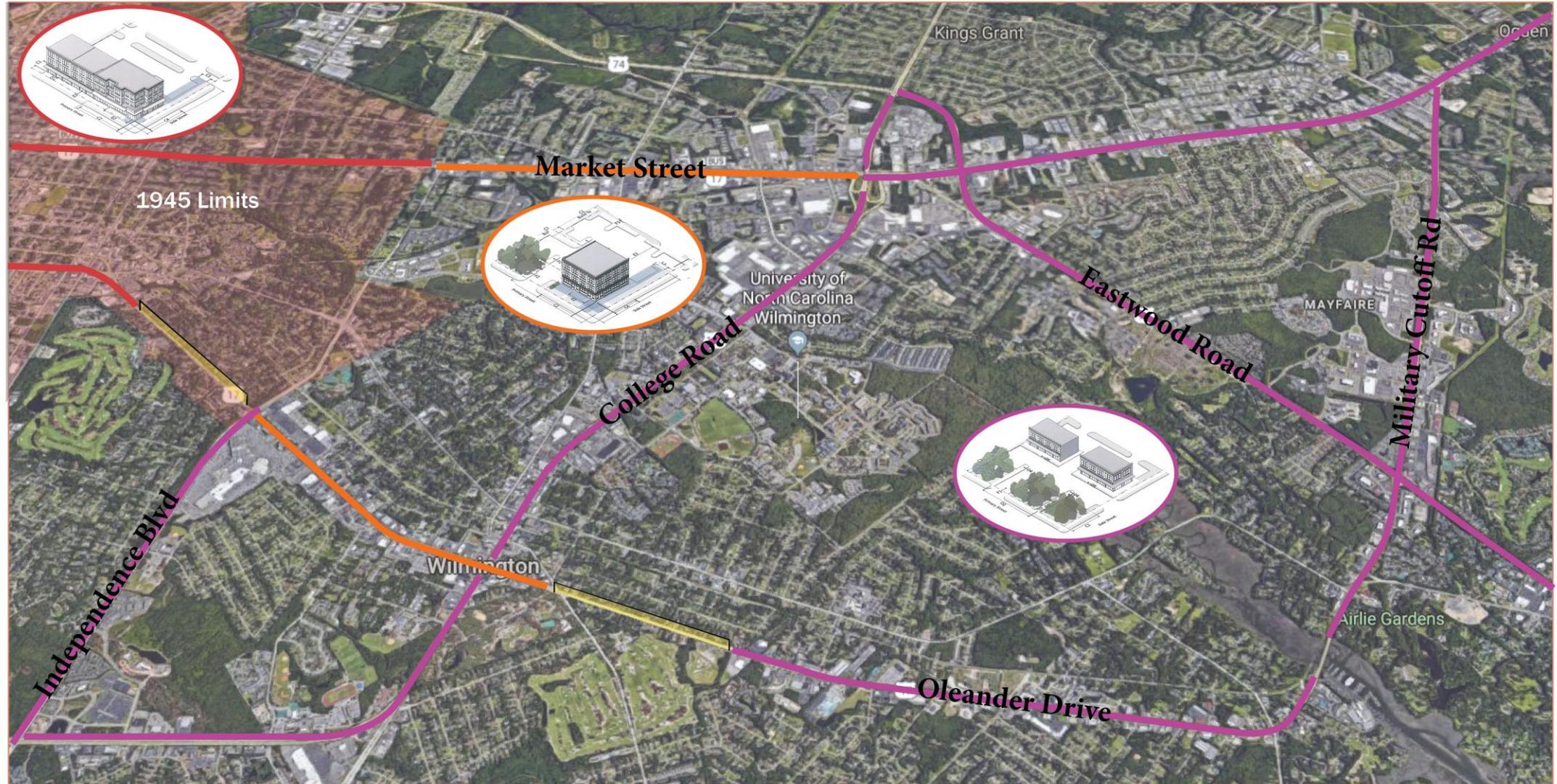
Intended for main streets and collector streets where the highest level of walkability is desired. Parking and drive aisles between the building and street are not allowed. Buildings abut the street and sidewalk and parking is setback and heavily landscaped along primary street frontage.

		Major Corridors
Build-to		
Primary street (min/max)		0'/20'
Building width in primary build-to (min)		70%
Side street (min/max)		0'/20'
Building width in side build-to (min)		35%
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 (x2 for parking frontage)		
(1) canopy tree along right-of-way (min)		30 lf
(6) shrubs (min)		300 sf
Signs		
Wall mounted square footage (max)		60 sf



Major Corridor Frontages

Transformation



Urban Frontage		Semi-Urban Frontage		Suburban Frontage	
Required	Allowed	Required	Allowed	Required	Allowed
<ul style="list-style-type: none"> • Building placed along sidewalk • Parking in rear or side • Side parking setback 30' from front • Increased streetyard plantings along parking frontage 	<ul style="list-style-type: none"> • Wall Mounted signs • Facade projection signs • Awning signs • Window signs 	<ul style="list-style-type: none"> • Building setback maximum 30' • Parking in rear or side • Side parking setback 30' from front • Increased streetyard plantings along parking frontage 	<ul style="list-style-type: none"> • Building placed along streetyard • All Urban Frontage signs • Monument sign max. height 5' 	<ul style="list-style-type: none"> • Building setback maximum 100' • Parking setback 30' from front • Increased streetyard plantings along parking frontage 	<ul style="list-style-type: none"> • Building placed along streetyard • All Urban Frontage signs • Monument sign max. height 12'



Frontage Elements

1. Building Placement
2. Entrances

3. Parking
4. Landscaping

5. Signage

Test Case

4389 Oleander Drive

Chuck E Cheese



Existing Conditions



Suburban Frontage



Semi-urban Frontage

Transformation



Major Corridor Transformation



Urban Frontage Transformation

How will we enhance the major corridors of Wilmington?

Additional Discussion