



# CZ-MP-22-13

## 1306 Creech Road

Public Hearing

February 20, 2024



# At a Glance

Applicant: CR 1306 & 0 LLC

Owner: CR 1306 & 0 LLC

Request: Tier 2 conditional rezoning request submitted by CR 1306 & 0 LLC to rezone approximately 42.02 +/- acres from Rural Agricultural (RA) to Multifamily B (MF-B C276) Conditional and Commercial Mixed Use (CMX C276) Conditional for a mixed-use development of a of 312 multi-family units and 5,000 square feet of commercial space. Zoning conditions restricting range of permitted uses and adding commitments above and beyond the requirements of the UDO included.



# Zoning and Context

Zoning: Rural Agricultural (RA)

- Rural residential, agriculture, silviculture
- Typically found in areas outside the Town's corporate limits where public water and sewer services are not readily available
- Current Uses – Single-Family Detached and Forestry – Permitted

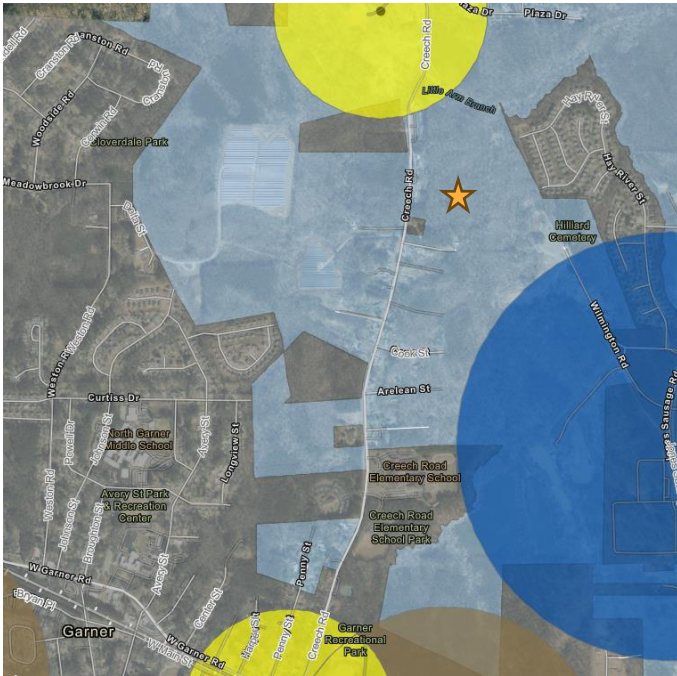
## Context

- A mix of R4, R2, RA and MF-A surrounds the site
- Water and sewer are readily available
- Project only fronts on one continuous street – Creech Road
- Other frontages include Jewell Street (eventually planned to extend east to Wilmington Road) and three unnamed paper streets



# Framework

- Activity Centers:
- Neighborhood Activity Center to the north (Creech Road at future Tryon Road)
  - Neighborhood Activity Center to the south (downtown)
  - Creech Road is a collector road serving local residents and connecting traffic between these activity centers
  - Traffic on Creech Road has experienced a slow upward trajectory since 2015
  - Creech Road has capacity to accommodate growth but lacks separate infrastructure for pedestrians and cyclists



# Proposal

## Rezoning: Multifamily B (MF-B C276) Conditional

- Narrowed to 2 out of 18 possible uses
- Structures are more urban in character and are located closer to the street than in the MF-A District with parking generally in the rear
- These multifamily developments generally are clustered around active areas and allow people to live closer to places where they work and play
- Some nonresidential or mixed-use structures and uses may also occur



## Commercial Mixed Use (CMX C276) Conditional

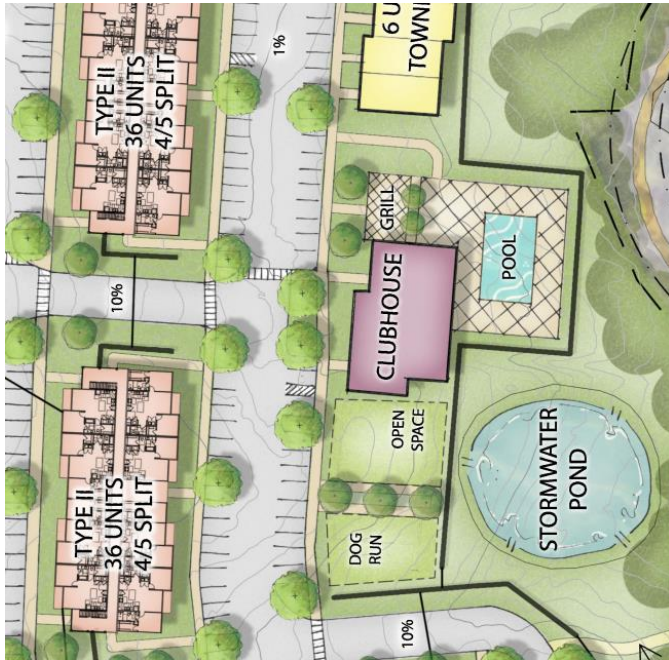
- Narrowed to 3 out of 59 possible uses; focus on complementary nonresidential uses since MF-B currently does not permit any

# Proposal



## Other Conditions: Amenities and Aesthetics

- Clubhouse
- Swimming pool, cabana, sun deck
- Dog park and waste stations
- Walking trails
- Park spaces, including fire pit, with outdoor seating
- Valet garbage and recycling services with specified hours of operation
- Upgraded fencing
- Warm season grass and native plant material commitments
- 12-inch minimum roof overhangs



# Proposal

Master Plan Data: 40.85 +/- acres of MF-B

- 312 multifamily dwelling units

1.15 +/- acres of CMX

- Up to 5,000 square feet of office/commercial flex space

4.2 +/- acres of open space required

- 25% must be active space
- Combination of conservation and recreation space
- Conservation
  - Ample wetlands, floodplains and conservation buffer areas
- Recreation
  - Clubhouse, pool, dog run, formal lawn, informal open play areas, commercial entry plaza, private trails



# Proposal: Master Plan





# Proposal

## Stormwater and Utility Notes:

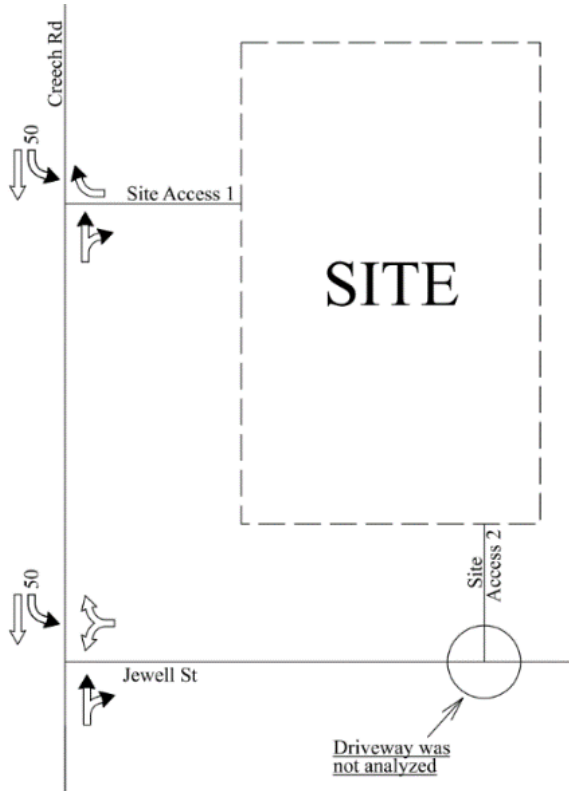
- Not in watershed protection area
- Subject to water quality (nitrogen) and quantity requirements
- 2 surface SCMs; underground SCMs in commercial area
- Connection to 12" water main in Creech Road
- Connection to 18" outfall along Little Arm Branch



# Proposal

## Transportation Notes:

- 1,566 new one-way average daily trips
- AM peak hour: 41 trips in, 97 trips out
- PM peak hour: 80 trips in, 60 trips out
- Congestion Management Unit (NCDOT) requirements
  - Dedicated left and right turn lanes on Creech Road at main project entrance
  - Dedicated left and right turn lanes on Creech Road at Jewell Street
  - Turn lanes preserve carrying capacity on Creech Road
  - No changes at E. Garner and Creech
  - No changes at Sanderford and Creech



# Proposal

## Environmental and Cultural Resource Notes:

- Significant floodway, floodplain and conservation buffers as depicted in blue and green
  - Opportunities for trails, public greenway and tree preservation
  - Approximately 0.3 to 0.4 miles of public greenway to be added
- No cultural resources identified



# Review

## Observations:

- 135 properties and occupants notified for neighborhood meetings
  - Meeting #1 – June 6, 2022
  - Meeting #2 – June 27, 2023
  - Meeting #3 – November 8, 2023
  - 4 or 5 attendees at each meeting
  - Full meeting information attached to staff report
- Non-residential component added after initial staff review – increased scope – additional meeting required

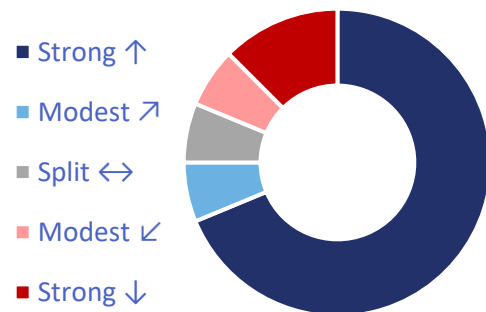


# Review - Framework Consistency

## 16 Growth Framework criteria evaluated

- 11 strongly consistent
- 1 modestly consistent
- 1 split
- 1 modestly inconsistent
- 2 strongly inconsistent

GROWTH FRAMEWORK  
CONSISTENCY



## Strong Inconsistencies

- CMX zoning district not typically associated with Neighborhood typology; however, staff notes that it is conditioned down appropriately
- Lacks a playground open space feature

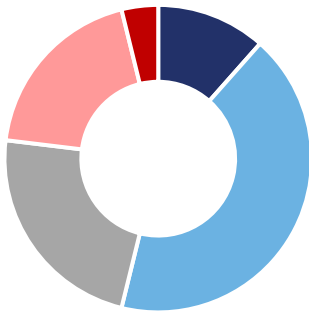
# Review - Land Use and Community Character Consistency

26 criteria determined applicable or possible to meaningfully address

- Slight lean towards consistency at this time
- Minor changes and additional details could swing towards stronger consistency
  - Architectural themes
  - Enhancing street frontages
  - Integrating more with the public realm (streets and public greenway)

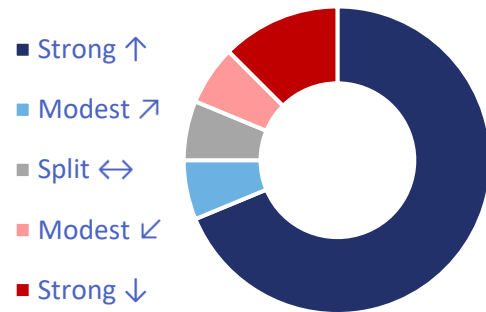
LAND USE AND COMMUNITY CHARACTER CONSISTENCY

- Extra +
- Strong ↑
- Modest ↗
- Split ↔
- Modest ↘
- Strong ↓

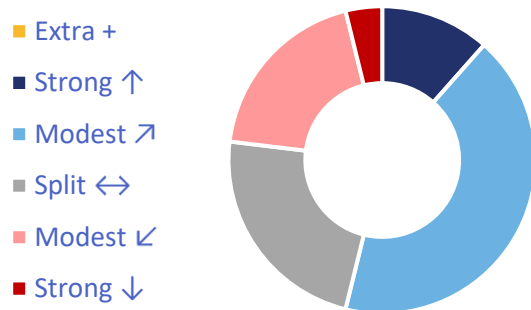


# Review - Overall

GROWTH FRAMEWORK  
CONSISTENCY



LAND USE AND COMMUNITY  
CHARACTER CONSISTENCY



- With some continued fine tuning in response to this evaluation tool and additional public input, staff feels that we will likely be able to support an overall finding of consistency
- Full detail of consistency review attached to staff report



# NEXT STEPS

## Next Steps

- Finish conducting and close the public hearing
- Planning Commission findings of plan consistency and recommendation to approve or deny
- Town Council findings of reasonableness and decision to approve or deny



# Proposal: Master Plan

