



PLANNING DEPARTMENT REPORT July 14, 2016

Memorandum to: Zoning Board
From: Richard Smith, Interim Town Planner
Regarding: Comprehensive Master Site Plan Review and Action - Henson Village

Basic Information

Applicants: Blue Ridge Companies/Summerfield Retail, LLC
Zoning: CU-GB Conditional Use General Business
Current Use: Residential and Vacant
Proposed Use: Planned Commercial Development
Property Size: Approximately 79.68 Acres
Tax Parcels: 0149659, 0217566, 0150130, and 0149658

Location:

The property is located at the northeast corner of the intersection of Oak Ridge Road (NC Hwy 150) and the future Interstate 73. It is zoned Conditional Use General Business (CU-GB) and is located in both the Jordan Lake Watershed Area and in the NC Highway 150 scenic corridor. The property is located within the Town of Summerfield, Bruce Township.

Background:

This property was rezoned in 2004 and in 2013 with conditions. The conditions are as follows:

Final Conditions

- All parcels from the earlier zoning (approximately 45 acres) will be combined with the current request (34.28 acres) to allow for a comprehensive review of all improvements and requirements of the ordinance and other regulations. This will include the design of proposed water source and storage wastewater treatment and stormwater provisions for the entire combined site.
- A comprehensive master plan will be prepared and submitted for approval for the entire approximately 80 acres using the site plans requirement for required submittals.
- The construction of the project may be phased, provided adequate utilities, parking, landscaping and access is constructed with each phase. Revisions to the master plan may be approved by the Town of Summerfield, if such should become necessary or desirable.
- A comprehensive traffic analysis will be submitted with the master plan to identify appropriate access points and necessary improvements or traffic controls to minimize impacts to the community.
- A master sign plan will be prepared and submitted with the comprehensive master plan for approval.
- The front setback from existing road(s) will be increased from fifteen feet (15') to thirty feet (30') to allow for planting and preservation of shade trees, provided no additional right-of-way dedication is required.
- Tree preservation will be addressed as a part of the master plan. The owner and developer agree that tree removal will not occur until a comprehensive master site plan and a tree conservation plan has been submitted and approved by the Town of Summerfield. The tree conservation plan will include an inventory of the types of trees, the approximate age of the trees, the number and location of the trees and an assessment of the



physical condition of the trees. The owner and developer agree to make every effort to include significant existing tree stands or any extraordinary individual tree into their development plans.

As part of the conditional rezoning, certain uses are not permitted on this site. The excluded uses are as follows:

Final Excluded Uses

- Junked motor vehicles
- Shelter for the homeless
- Psychiatric hospital
- Fraternity or sorority (university or college related)
- Cemetery or mausoleum
- Country club with golf course
- Theater, adult
- Massage parlor, adult
- Equipment repair, light
- Live entertainment business, adult
- Ice manufacturing
- Bookstore, adult
- Landfills of any kind (*applicant agreed that this includes construction demolition & land clearing debris*)
- Taxi terminal
- Bus terminal
- Warehouse, general storage, enclosed
- Truck & utility trailer rental & leasing, light
- Boat sales
- Motor vehicle sales
- Boat repair
- Electronic gaming establishments & internet sweepstakes
- Fortune tellers and astrologers (*applicant agreed to this exclusion after the Zoning Board's recommendation*)

These specific conditions and excluded uses are also listed on the Comprehensive Master Plan.

Request:

The applicant is requesting Comprehensive Master Plan approval, which also includes a Tree Conservation Plan and a Master Sign Plan. The Comprehensive Master Plan, Tree Conservation Plan, Master Sign Plan and a comprehensive Transportation Impact Analysis (TIA) were required to be provided as part of this review as conditions of the rezoning for this property. The TIA has been provided digitally. Further review and approval of this document must be coordinated with NCDOT.

NOTE: This is a Comprehensive Master Plan review and as such will not necessarily be as specific as a regular site plan submittal. The developer is aware that a separate Grading and Erosion Control plan must be submitted to the Town of Summerfield and approved by the Guilford County Erosion Control Department prior to the issuance of any permits. Erosion Control will also review the adequacy of the site's drainage easements and water flow characteristics.

The developer is requesting approval of the Henson Village Comprehensive Master Plan, on the condition that a final grading plan, utility plan, and architectural elevations for each building are approved by the appropriate agencies and Summerfield Planning staff. This Comprehensive Master Plan will serve as a guide to more detailed site plans for each phase of the project, which must be subsequently reviewed and approved by Town Planning staff. Preliminary subdivision approval for the five outparcels accessing the proposed cul-de-sac are included as part of this request and as provided in Section 3-11.3 of the Development Ordinance. Although this is an overall comprehensive master plan, the developer has provided some preliminary specifics for the site. More specific detail, however, will be provided at each phased individual site plan review process.



Landscaping and Appearance:

This property is located within the NC Highway 150 Scenic Corridor. The master plan shows a Type C planting yard extending the length of 150, which is required by the Scenic Corridor ordinance (Article 4-11.1 (A) 8). As is proposed, this planting yard must be at least twenty feet to satisfy the minimum average width requirement of a Type C yard (Table 6-3-10). The thirty foot Type B planting yard along the western property line will satisfy most retail uses, grocery stores, and restaurants with or without drive-throughs. Landscaping must be reassessed if a higher-order land use is proposed along this property line. Parking lot plantings and other planting yards will be reviewed as part of the specific site plan submittal package to ensure that they satisfy Articles 6-3 and 4-11.1. The proposed buildings will meet the requirements of the scenic corridor overlay district. The proposed buildings will lie adjacent to Oak Ridge Road/NC Highway 150. Both the sides and the front facades of the buildings will be required to meet the applicable scenic corridor provisions. The condition of an additional fifteen foot (thirty feet total) set back from existing roads has been incorporated into the overall site plan.

Watershed and Stormwater:

This development is located in the Jordan Lake Watershed. There are streams located on the property that are subject to the Jordan Lake Riparian Buffer provisions.

The developer is showing proposed common stormwater management facilities on the master plan of the development.

Utilities:

The properties will be served by either existing on-site well and existing on-site septic systems and/or systems that will also meet applicable Guilford County and North Carolina State requirements. Unused wells and septic systems will be abandoned as required by State and County requirements.

Signage:

A Master Sign Plan has been submitted as required per the conditional rezoning for this project and meets the standards of the Ordinance.

Parking:

Overall, parking provided appears to meet Ordinance requirements. The Scenic View Overlay district discourages large parking areas being visible from the Scenic Corridor (i.e., NC 150). To minimize views, a twenty foot street buffer will be employed in the form of a type C buffer. The Scenic Corridor Overlay District also requires a certain amount of interior parking lot landscaping. Parking will be shared with adjoining uses.

Lighting:

Section 6-6 of the Summerfield Development Ordinance outlines the Town's lighting requirements. Any proposed lighting will be required to meet the provisions of the Dark Sky Ordinance.

Additional Information:

Although the master site plan is typically less detailed and more conceptual, the developer has provided



some level of specifics on this plan related to the proposed uses. All dimensional requirements and setbacks meet the requirements of Table 4-4-3 and the additional conditions. Sidewalks and pedestrian connections are incorporated into the overall site plan and will encourage a village appeal.

Staff Recommendation:

Staff recommends conditional approval as requested with the specific guidance that this approval is contingent on all required improvements to be made by the applicant. Further, the specific site plan reviews and approvals for Phase 1, Phase 2 and Phase 3 will be reviewed at staff level, while Phase 4 will need to be brought back before the Zoning Board for further consideration once a particular use can be identified. Preliminary subdivision approval for Phase 1 is included as part of this approval, as provided in Section 3-11.3 of the Development Ordinance.

PLANNING BOARD ACTION:

"I move that the Henson Village - Comprehensive Master Plan be (approved) (conditionally approved) (denied)(forwarded to the Governing Body for review and action).

Comprehensive Master Plan approval shall be conditioned upon:

1. _____
2. _____
3. _____



LETTER OF TRANSMITTAL

Blue Ridge Development Services, LLC.

5826 Samet Dr., Suite 105
 High Point, NC 27265
 (336) 889-1512
 (336) 889-1501

jgrdich@blueridgecompanies.com

FROM: Jim Grdich

DATE: 6/17/2016
JOB NAME: Henson Village

TO: Scott Whitaker
ADDRESS: 4117 Oak Ridge Road
Summerfield, NC 27358

PHONE: 336-643-8655

ATTN: _____

We are sending you via: _____ Mail _____ Overnight X Other

X Plans _____ Samples X Other

_____ Shop Drawings _____ Specifications _____ Check

COPIES	DATE	DESCRIPTION
1		Cover Letter
1		Traffic Study
1		Master Sign Plan
1		Comprehensive Master Plan and Tree Conservation Plan

REMARKS:

Scott,

As previously discussed please find the included letter, Traffic Study, Master Sign Plan and Comprehensive Master Plan and Tree Conservation Plan. Please let us know if you have any questions.

Regards,

Jim Grdich



June 17, 2016

K. Scott Whitaker, Town Manager
Town of Summerfield
4117 Oak Ridge Rd.
Summerfield, NC 27358

Re: Rezoning Case RZ-01-13

Dear Mr. Whitaker,

Summerfield Retail, LLC, hereby respectfully requests to come before the Zoning Board at their July 25, 2016, meeting. Our purpose in coming before the Board is to gain approval of our Comprehensive Master Plan and Tree Conservation Plan, per the direction given to us by the Town Council during the meeting held on June 14th, 2016.

Please note, we are not requesting a change to the zoning of this property.

Please present our request as required and confirm that we will be on the July 25, 2016, Zoning Board meeting agenda.

Regards,

David Couch
Summerfield Retail, LLC

DEVELOPMENT • CONSTRUCTION • MANAGEMENT

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Master Sign Plan

Henson Village Proposed Commercial Development

Highway 150 / I – 73

Summerfield, NC

June 17, 2016

Master Sign Plan

Henson Village

Hwy 150/I-73

Summerfield, NC

I. Purpose

All existing and proposed signage located within the subject planned commercial development is intended to utilize a uniform, coordinated color, style, compatible image of scale and lettering scheme. All signage is subject to review and approval by the Town of Summerfield and shall be in accordance with Article 6 of the Development Standards Section 6-1, Sign Regulations. (See Attachment A)

II. General

There are four (4) types of signage that are proposed for this development:

- A. One (1) type "A" Primary Sign: This sign is a development entry type sign that will contain sign panels located below the main sign panel that will contain the name of the development. This sign shall be located at the primary entrance. The size of the sign shall be per the sign ordinance or as otherwise approved. The color of the signage panels will remain consistent. This sign will be internally illuminated.
- B. Type "B" Signs: These are monument type entry signs to be located at each access point, one (1) pair per entrance.
- C. Type "C" Outparcel Signage: One freestanding monument sign is permitted for each outparcel lot.
 - 1. The sign shall be no more than 6'0" tall with a maximum of 50 square feet and shall be constructed employing the dominant material used on the main entry sign.
 - 2. Sign shall identify name of business only, no commercial message is permitted (ie. Sign shall not contain telephone, fax numbers nor website addresses). A colored logo of not over two square feet is allowed.
 - 3. Electronically changeable copy is prohibited.
 - 4. The street number of the property in block letters, consistent with the center, shall be permitted on the sign sized in accordance with the standards adopted.
 - 5. Illumination of sign shall be provided only by internally illuminated "cutout" lettering.
 - 6. Neon is permitted only as a signage accent for logos or graphics. Neon shall not be used in the main body of the sign nor as a building accent.

- D. Type "D" Building Mounted Signage: One wall of the individual building or shop may have signage identifying the business name. On a corner lot, two building mounted signs are permitted.
1. Approved materials shall include metal or plastic.
 2. Illumination of sign shall be provided only by internally illuminated "cutout" lettering. Surface illumination of the sign (ground mounted or building mounted) will not be permitted.
 3. Neon is permitted only as a signage accent for logos or graphics. Neon shall not be used in the main body of the sign nor as a building accent.
 4. All future outparcel wall signs shall comply with the town ordinance.

Applicable to all signage:

All sight distance requirements shall be met.

Proposed signage plans shall be submitted to the Town of Summerfield, on an individual basis, for review and the entry sign shall not be constructed until a building permit has been issued by Guilford County.

It is the intent that upon construction of the proposed signs that the signs shall be maintained in good repair. All landscaping in and around the sign areas shall be properly maintained. All selected planting specimens shall be of a coordinating nature to that of the existing landscape material.

