

WESTBRANCH – OVERVIEW

Topics Covered

1. Process Overview
2. Vicinity & Planning Areas Map
3. Existing Conditions
4. Development Standards Comparison
5. Plan & Policy Review
6. Analysis



WESTBRANCH – PROCESS OVERVIEW

Map Amendment Process (DPO 14.21)

1. Application/Components
 - Proposal Description
 - Sketch Map/Planning Areas Map
 - Contact List
2. Application Deemed Complete
3. Staff Analysis
4. Public Notice - Board of Commissioners Meeting on 3/8
5. Planning Board 2/29
6. Board of Commissioners Public Hearing 3/8; Direct PB to make a recommendation
7. Planning Board Recommendation 4/5
8. Board of Commissioners Decision 4/12



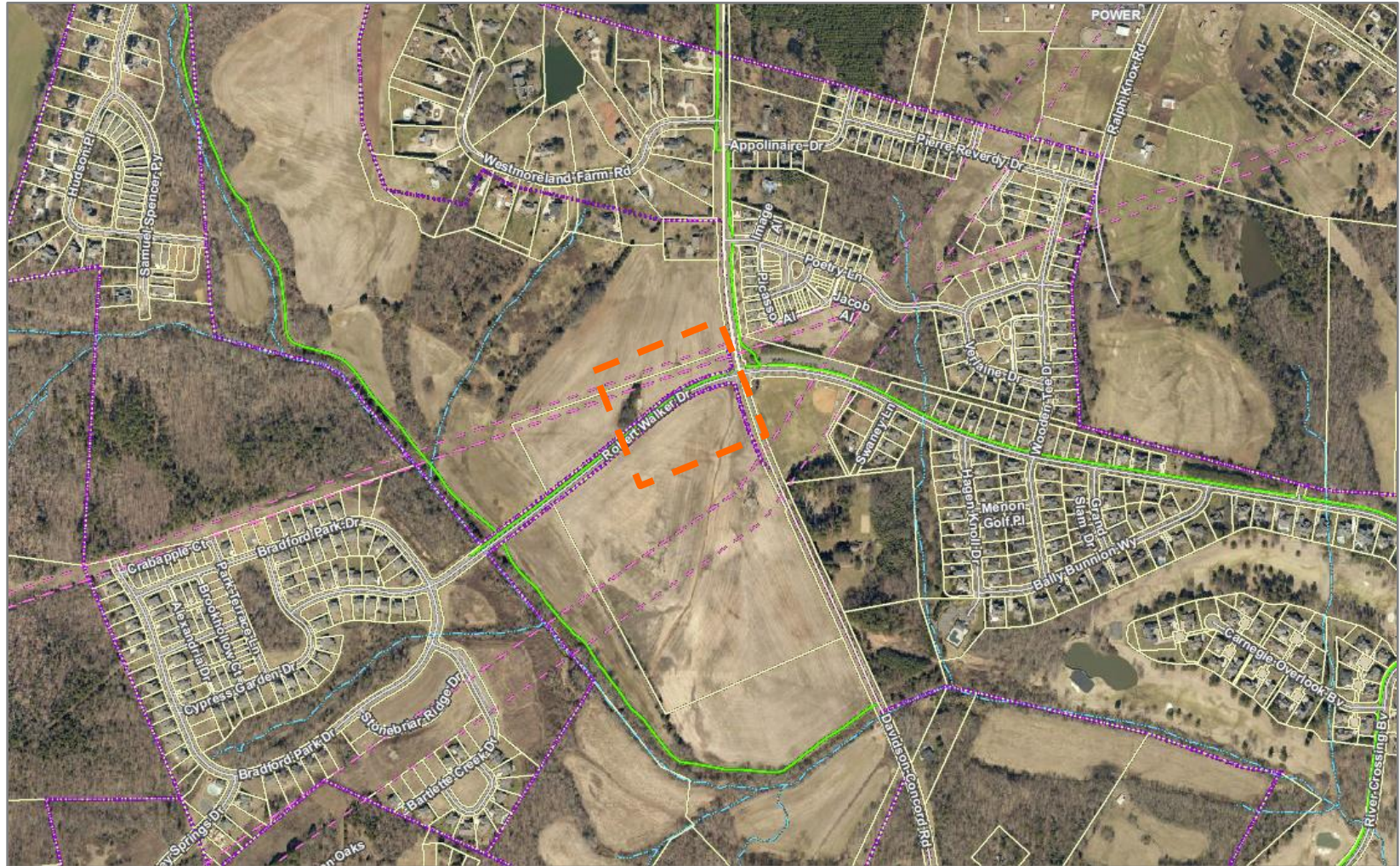
WESTBRANCH – VICINITY & PLANNING AREAS MAP



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WestBranch Map Amendment
Jason Burdette, Planning Director
April 12, 2016

WESTBRANCH – EXISTING CONDITIONS



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WestBranch Map Amendment
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April 12, 2016

WESTBRANCH – PERMITTED USES

TABLE 2-44: NEIGHBORHOOD GENERAL USE TABLE

Residential Uses	
Bed & Breakfast	AR
Day Care Home	AR
Family Care Home	P
Residential	P
Commercial/Office/Retail Uses	
Home Occupation	AR
Civic/Educational/Institutional Uses	
Fire & Police Station	P
Recreation Facility, Outdoor	AR
Religious Institution	AR
Transit Shelter	AR
Agricultural Uses	
Community Garden	P
Infrastructure Uses	
Essential Services I	AR
Accessory Uses	
Use customarily accessory to the principal use	P*
Accessory Dwelling	AR
Containment Devices for trash & recyclables	AR

P = Permitted, AR = Permitted with Additional Requirements

*Use must be approved by the Planning Director.

TABLE 2-29: NEIGHBORHOOD SERVICES USE TABLE

Residential Uses	
Family Care Home	P
Residential	P
Commercial/Office/Retail Uses	
Commercial Services	P
Home Occupation	AR
Micro-Brewery or Micro-Distillery	AR
Professional Services	P
Retail, Secondary	P
Civic/Educational/Institutional Uses	
Daycare Center	AR
Fire & Police Station	P
Recreation Facility, Indoor	AR
Recreation Facility, Outdoor	AR
Transit Shelter	AR
Agricultural Uses	
Community Garden	P
Infrastructure Uses	
Essential Services I	AR
Accessory Uses	
Use customarily accessory to the principal use	P*
Accessory Dwelling	AR
Automatic Teller Machine (ATM)	AR
Containment Devices for trash & recyclables	AR

P = Permitted, AR = Permitted with Additional Requirements

*Use must be approved by the Planning Director.

 Uses that overlap
 Uses that differ



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WESTBRANCH – PERMITTED BUILDING TYPES

TABLE 2-45: NEIGHBORHOOD GENERAL BUILDING TYPE TABLE

Building Types	Allowance	Design Review	Height	
			Minimum	Maximum
Detached House	P	R - Duplex only	1 story	3 stories
Townhouse	P	R	2 stories	3 stories
Attached House	P	R	2 stories	3 stories
Multi-family	P	R	2 stories	3 stories
Live/Work ¹	P	R	2 stories	3 stories
Institutional	P	R	2 stories	3 stories
Accessory Structure	P	See Section 4.5.8	1 story	2 stories

 Building types & heights that overlap
 Building types & heights that differ

TABLE 2-30: NEIGHBORHOOD SERVICES BUILDING TYPE TABLE

Building Types	Allowance	Design Review	Height	
			Minimum	Maximum
Live/Work ¹	P	R	2 stories	4 stories
Storefront	P	R	2 stories	4 stories
Accessory Structure	P	See Section 4.5.8	1 story	2 stories



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WESTBRANCH – PERMITTED SETBACKS

TABLE 2-46: NEIGHBORHOOD GENERAL SETBACK TABLE

Building Types	Front Setback		Side Setback ²		Rear Setback	
	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum
Detached House	10	NA	3	NA	20	NA
Townhouse	5	10	5 ³	10	5	NA
Attached House	10	NA	3	NA	20	NA
Multi-family	0	10	0	NA	NA	NA
Live/Work	0	0	0	10	NA	NA
Institutional ¹	0	NA	0	NA	NA	NA
Accessory Structure	†	†	†	†	†	†

Setback criteria that overlap
 Setback criteria that differ

TABLE 2-31: NEIGHBORHOOD SERVICES SETBACK TABLE

Building Types	Front Setback		Side Setback		Rear Setback	
	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum
Live/Work	0	0	0	10	NA	NA
Storefront ¹	0	0	0	NA	NA	NA
Accessory Structure	†	†	†	†	†	†



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WESTBRANCH – PLANS & POLICIES

Summary of Relevant Documents

1. Comprehensive Plan (2010):

- Primary Growth Targets, Employment Centers
- Westmoreland Property: Focus on Neighborhood Services/Retail

2. Davidson Planning Ordinance (2015):

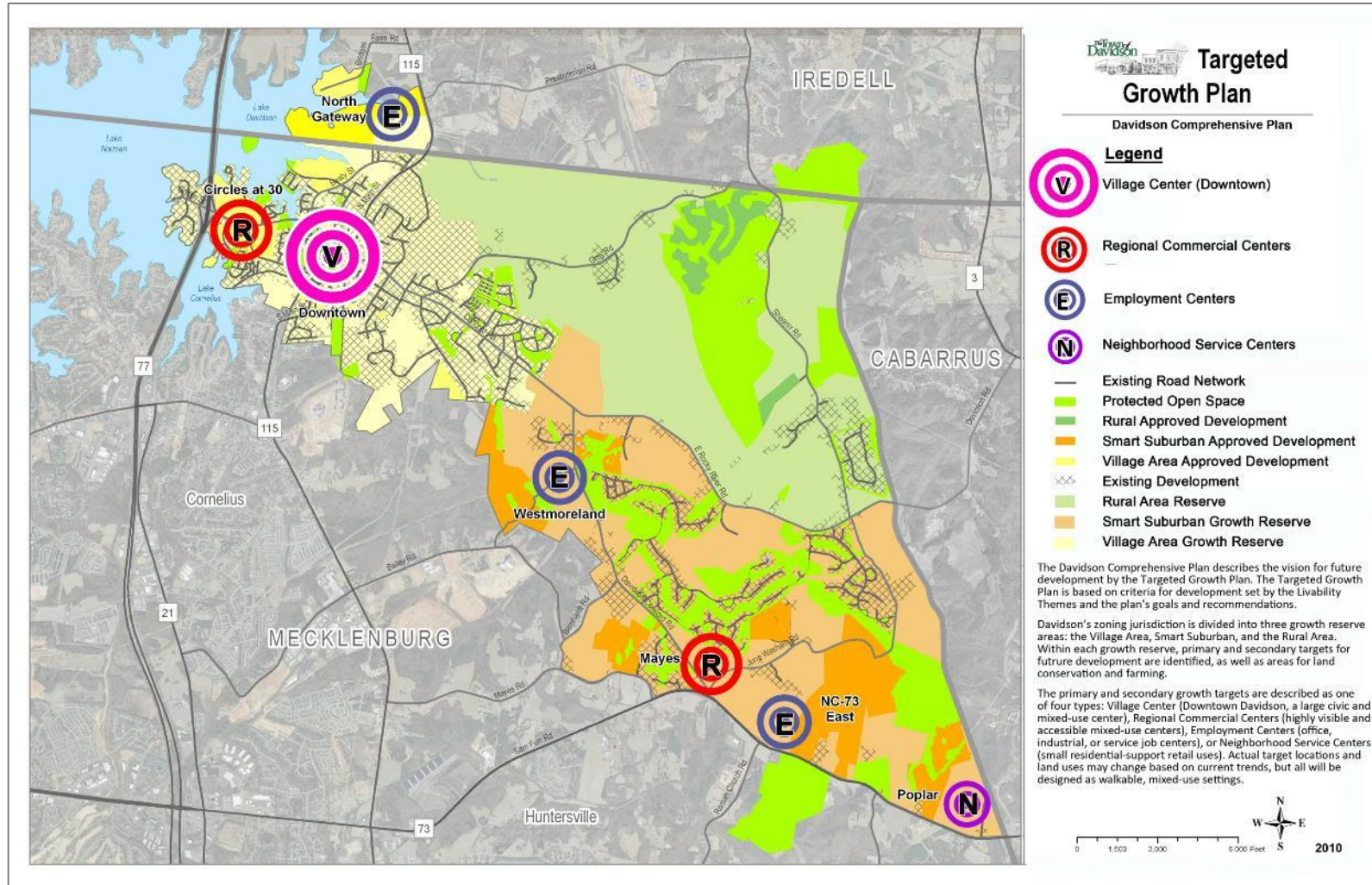
- Provide healthy diversity of uses in walkable, compact neighborhoods
- Establish/maintain adequate commercial tax base
- Encourage growth without jeopardizing community sense

3. Cornelius East & Davidson-Concord Road Vision Plan (2003):

- Commercial destinations within walking distance of residential areas
- Small-scale commercial development (local goods/services)



DAVIDSON COMPREHENSIVE PLAN – TARGETED GROWTH PLAN



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WestBranch Map Amendment
Jason Burdette, Planning Director
April 12, 2016

CORNELIUS EAST & DAVIDSON-CONCORD RD. VISION PLAN (2003)

Northeastern Quadrant

26

proposed to take a trajectory that opens up a viewshed into an open 16+ acre meadow on the Potts Plantation. On the conceptual plan, the street has been carefully designed to maintain visual access to the meadow while restraining any opportunity for a street connection, which is explicitly not recommended.

Open space network

Significant opportunities exist for a comprehensive open space network throughout this area. A formal green, informal open space, and a public park are envisioned to encompass this proposed residential development, encouraging the preservation of the area's natural features, where appropriate. Approximately 40 acres exist between the Spencers-Verner and Rusak properties that is undevelopable due to steep topography and an expansive floodplain. If both properties are planned together, opportunities exist for a new public park in this location. In addition, the proposed north-south street connection would open up public access to this park.

Additionally, both the Spencers-Verner and Rusak properties are blessed with abundant creeks and streams, offering opportunities for greenways and multi-use trails throughout the development and connections to both the Davidson and Cornelius communities.

Neighborhood center at Davidson-Concord Road & Robert Walker Drive

In attempting to plan an area that is pedestrian friendly, it is imperative to plan destinations for pedestrians that are within easy walking distances. Historically, pedestrian destinations take the form of either a public open space such as a park or a square or as a commercial gathering place such as the corner store.

With over 800 units built, under construction, or permitted under the current zoning ordinance within a 1/2 mile of the intersection of Robert Walker Drive and Davidson-Concord Road, there is a need to establish a focal point/destination for these residents that is within an easy 10 minute walk from their homes.

To that end, the Vision Plan recommends the construction of a neighborhood center on the Westmoreland tract north of the 200 foot powerline easement, centered around the Davidson-Concord Road & Robert Walker Drive intersection. The promi-



Townhomes along Davidson's Parkside Drive

CORNELIUSEAST
& DAVIDSON-CONCORD ROAD
Vision Plan



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CORNELIUS EAST & DAVIDSON-CONCORD RD. VISION PLAN (2003)

Northeastern Quadrant

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Live-work units in Cornelius, NC



Townhomes around a square in Huntersville, NC's Vermilion TND

nence of this intersection is reinforced not only by the location of the River Run ball fields, but also by the expected connection across the creek to the Busak tract.

This center, because of the low traffic volume along Davidson-Concord Road, is not expected, nor recommended to include any large tenants such as a grocery. Rather, the conceptual plan shows approximately 20,000 square feet of live-work and small commercial space. There is a very similar configuration in the Vermilion neighborhood in Huntersville. In Vermilion, aside from the two commercial buildings (one is a restaurant, the other is the sales center) most of the commercial space is in live-work units that include small retail and office spaces such as a design firm, a hair and nail salon, and a window treatment sales center. Other appropriate uses for this neighborhood center include a dry cleaner and neighborhood store that sells general goods (similar to the formats of many drug stores and convenience marts but designed more like the CVS in Downtown Davidson).

Like Vermilion, the center should be designed around a central open space such as a formal planted square or a landscaped plaza. Townhomes and small lot detached single family homes are encouraged around the Center to provide additional pedestrian traffic for the center as well as offer a low maintenance housing option for those seeking such an environment.

It is important to note that the limited size and scale of such uses, when combined with the relatively low traffic volumes on Davidson-Concord Road, this Center does not pose an competitive threat to the Downtown Davidson planning efforts. (For further information supporting this assumption, please reference the 2003 Downtown Davidson Action Agenda prepared by Hyatt-Palma.)

Beaver Dam viewshed

Magnificent views across portions of the Westmoreland tract exist from the historic Beaver Dam plantation. There is currently a 39-acre tract that was created in the 1950s and placed on the National Register of Historic Places. Presumably, this tract claims historic significance as it functions as a viewshed for the historic home across the street.

In proposing development for the site, this historic viewshed should be preserved to



Diagram of proposed viewshed for Beaver Dam

the most extent practical. The conceptual plan shows this viewshed preserved from the northern side of the 200 foot power easement to the creek to the south, a more than 90 degree symmetrical view from the front porch of the Beaver Dam house. This long view across the meadow was identified by charrette participants and is particularly noticeable when approaching the Westmoreland property from the north along Davidson-Concord Road.

Preservation of this portion of the tract can be made through either direct purchase of the property or through the required 50% open space dedication if developed in con-

CORNELIUS EAST
& DAVIDSON-CONCORD ROAD
Vision Plan



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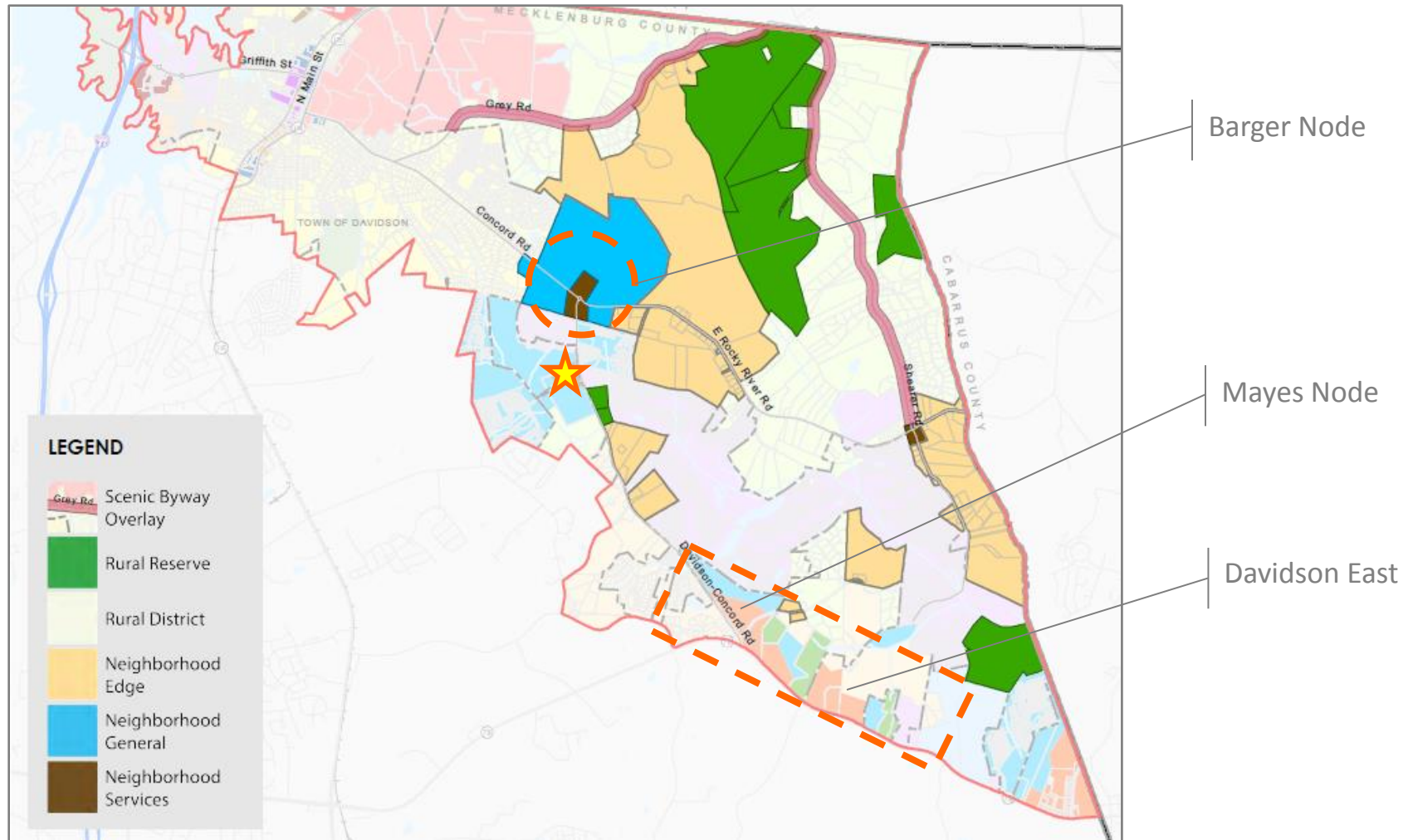
WESTBRANCH – ANALYSIS

Summary of Staff Analysis

- 1. Amendments:** Changed Conditions/Policy
- 2. Changed Conditions:**
 - Master Plan/DPO Rewrite
 - RAP/Mayes/Dav. East
- 3. Scale:**
 - Downtown Blocks vs. Larger-Scale Commercial
 - Nodes vs. Centers (Walkability Emphasized)
- 4. Public Hearing Comments**
- 5. Planning Board Recommendation**
- 6. Staff Recommendation**



WESTBRANCH – CHANGING CONDITIONS



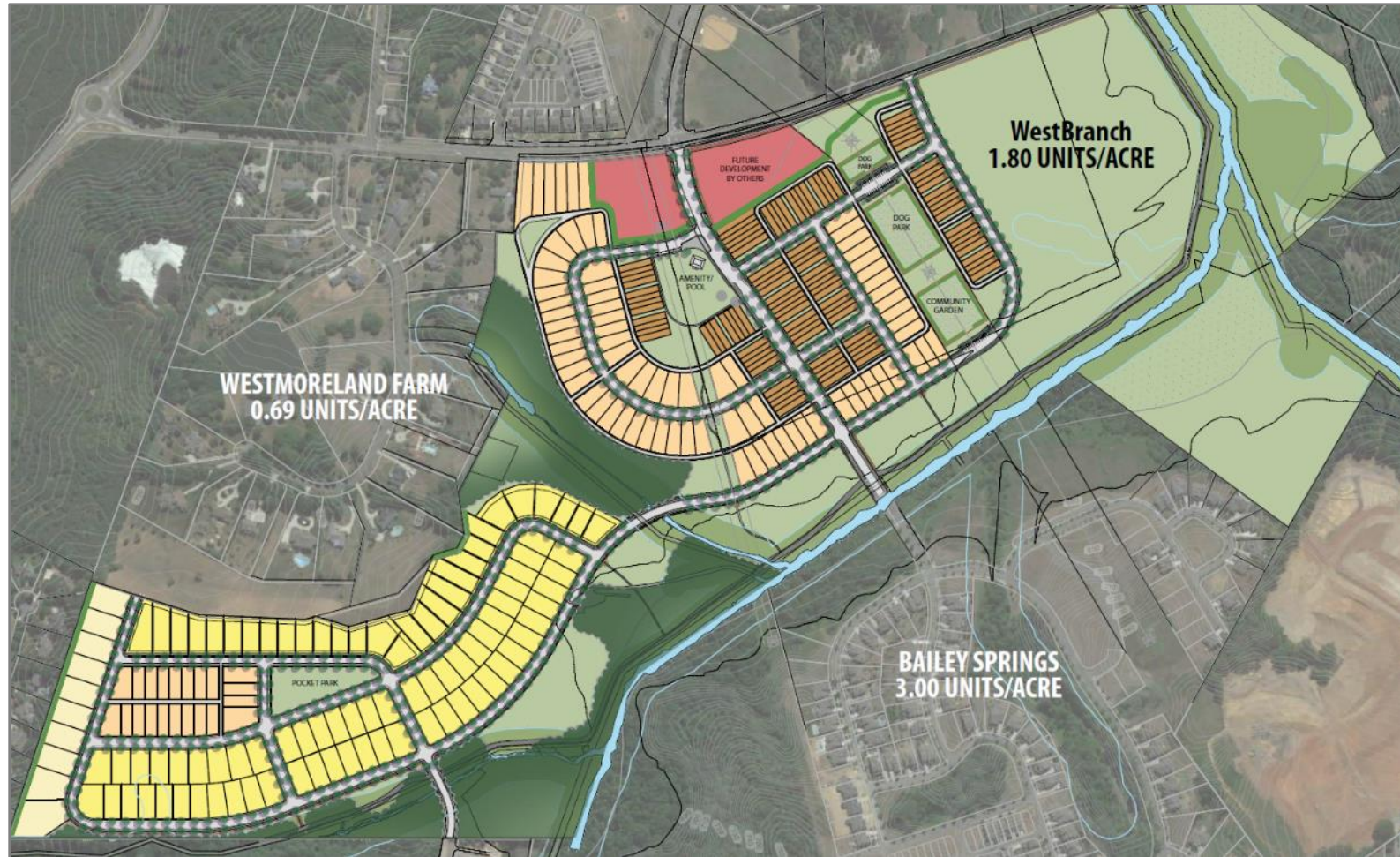
Existing Conditions & Recommendation from the Rural Area Plan (Draft)



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WESTBRANCH – CHANGING CONDITIONS



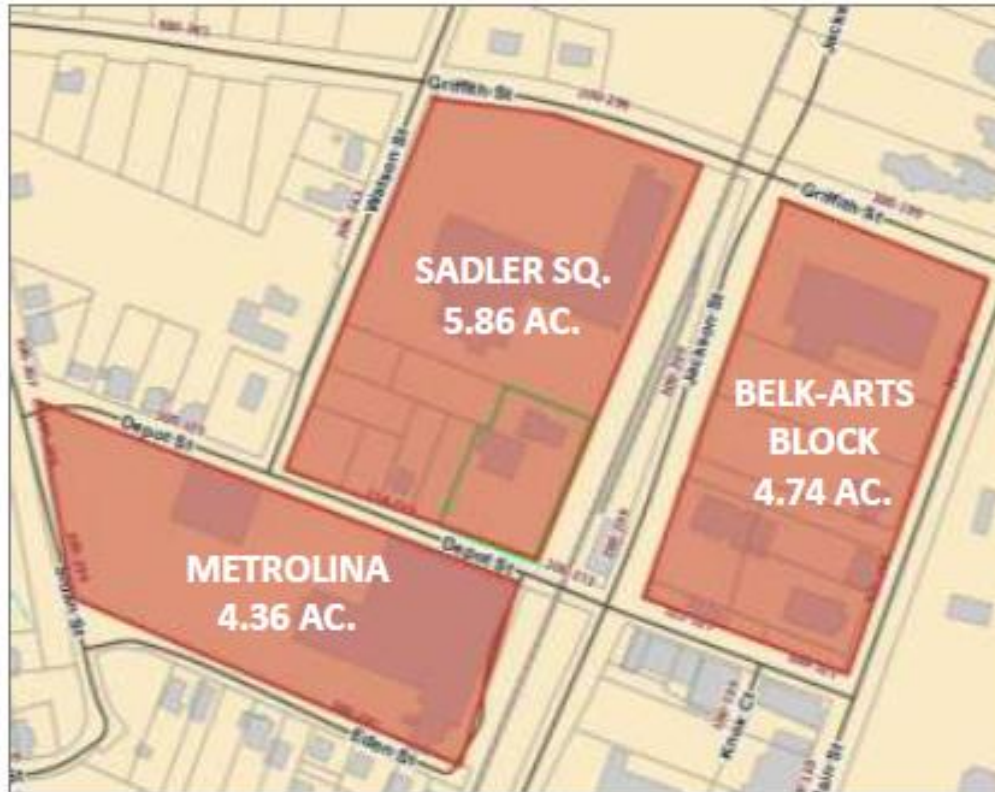
Schematic Design, WestBranch Master Plan (Tentative)



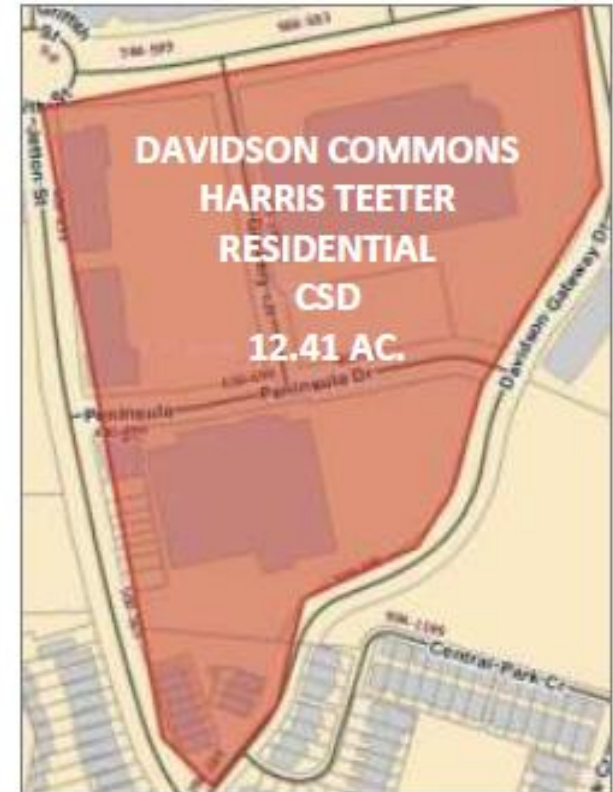
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WESTBRANCH – COMPARISONS



Downtown Land Areas - Various



Davidson Commons, etc. Land Area



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WESTBRANCH – PUBLIC HEARING

Two citizens spoke

- Support for neighborhood services at this location
- Concern for reduction in size
- Support for integrating future commercial into the neighborhood, should not be “disassociated”
- Make commercial node a gateway (roundabout/parkway)
- Increase vegetative buffer along greenway



WESTBRANCH – PLANNING BOARD RECOMMENDATION

The Planning Board met on April 5th

Recommended against the proposed map amendment

Concerns cited:

- Some reduction in NS may be appropriate
- Utility easements could hinder commercial node potential and employment opportunities identified in Comprehensive Plan
- Compliance with changed condition or policy requirement



WESTBRANCH – STAFF RECOMMENDATION

Staff supports the proposed map amendment

Analysis cited:

- Master Plan, RAP reflect changed conditions/policy
- Reduced scale appropriate for a Neighborhood Services node
- Complies with visions outlined in various adopted plans

