



**Harmony Hotel & Pavilion at Carolina Beach
Conditional Zoning Narrative**

Subject Site

Address(s): 223, 225, 227, 235, 237, & 239 Carolina Beach Avenue N. (6 parcels)

Tax Parcels: R08818-019-002-000, R08818-019-001-000, R090006-005-020-000, R09006-005-019-000, R09006-005-016-000, R09006-005-015-000

Total Size: +/- 1.18 Acres Combined

Applicant/Owner Information

Harmony Hospitality, Inc.
Page S. Johnson, II, President
1300 Diamond Springs Rd., Ste. 204
Virginia Beach, VA 23455
(757) 363-9671

Carolina Beach Land West, LLC
1300 Diamond Springs Rd., Ste. 24
Virginia Beach, VA 23455

Agent Information

Paramounte Engineering, Inc.
122 Cinema Drive
Wilmington, NC 28403
910-791-6707

Proposal

The Applicant is seeking approval of a Conditional Zoning Application to construct a 140 room Hotel and associated on-site uses, including a 2,599 SF meeting space. The request for Conditional Zoning is required because the proposed structure would exceed 50' in height and the proposed use is a hotel.

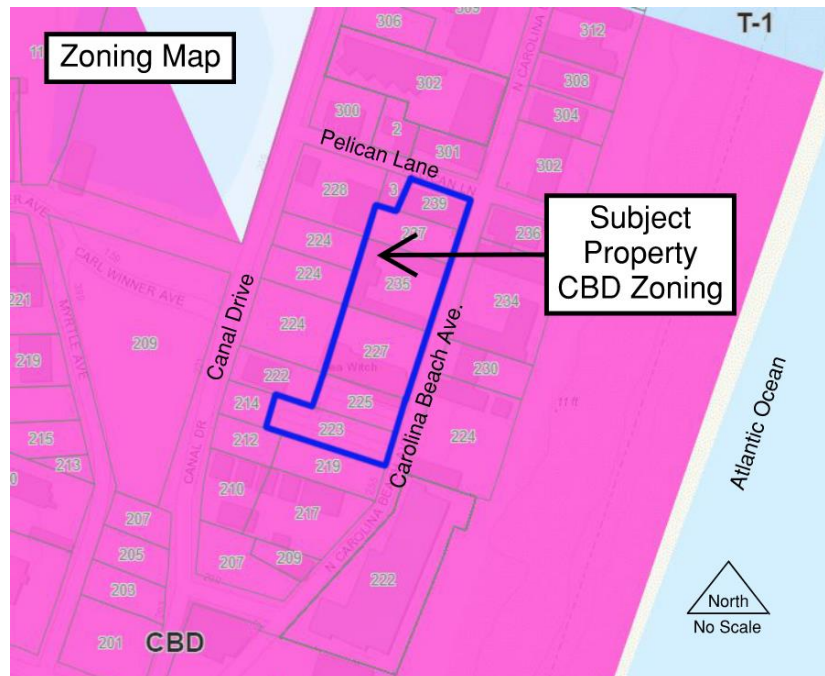
The subject site has frontages on two streets, Carolina Beach Avenue N. and Pelican Lane and consists of six parcels totaling approximately 1.18 acres of land. The subject site was previously used for restaurant, lodging, and parking uses.

This proposal conforms to the Town of Carolina Beach's Code of Ordinances and Zoning Map and is consistent with the Community Goals and Objectives of the Carolina Beach Coastal Area Management Act (CAMA) Land Use Plan and Future Land Use Map (2020) and the Master Development Plan for the Town of Carolina Beach (2008).

Narrative

The subject site is currently zoned Central Business District (CBD), a commercial district that accommodates a wide variety of pedestrian-oriented, commercial and service activities, including retail, business, office, professional, financial, entertainment, and tourism. On all

sides of the subject property, the adjacent properties along Carolina Beach Avenue and Pelican Lane are also zoned CBD.



In the CBD, the maximum 50-foot height limitation may be exceeded for sprinklered structures. Additionally, the CBD zoning district permits Motels and Hotels with a Conditional Zoning application. The proposed structure will be constructed with fire sprinklers allowing it to exceed the 50' height limit and the proposed uses are supported, encouraged, and conform with the town's Code of Ordinances and Zoning Map.

The Town's 2020 CAMA Land Use Plan and Future Land Use Map (FLUM) projects the desired, general arrangement of land uses into the future of Carolina Beach. The FLUM states support for uses in the CBD that develop this district as a downtown destination with activities for families, residents, and visitors; and expanding opportunities for public activities, including events, should be pursued. Specific Goals and Objectives of the FLUM that are supportive of the proposed project include:

- *"Sustain a healthy and vibrant locally oriented economy that respects tourism":*
The proposed project will invigorate and support the local economy by providing visitor-serving overnight accommodation, activate the downtown as a destination and provide opportunities for public activities and events with meeting space.
- *"Increase Pedestrian Mobility and Connectivity" (Provide Public Sidewalks):*
The project will enhance and increase pedestrian safety by providing public sidewalks on Pelican Lane and Carolina Beach Avenue and include a pedestrian crossing at Carolina Beach Avenue to access the beach. This effectively creates a pedestrian safe corridor from the harbor to the oceanfront enhancing visitor safety.

Due to the narrow public rights-of-way on both Carolina Beach Avenue and Pelican Lane, the proposed project will provide accommodation to allow the 5' public sidewalk to extend onto private property. This will allow a full-width sidewalk to occur on these streets, where otherwise there is not adequate room in the public right of way to provide these pedestrian enhancements.

In exchange for allowing the public sidewalk to extend onto private property, the applicant is requesting flexibility to the requirements for street trees on Carolina Beach Ave. and Pelican Lane. The ordinance requires trees at 50' intervals on the project's street frontages. In this case, the total number of trees required is eight.

However, due to the sidewalk encroachment onto private property there are areas along Carolina Beach Ave, and Pelican Lane where street trees can't be accommodated. The applicant is seeking flexibility in the street tree plantings by decreasing the number of trees on these streets by half the requirement. The proposed landscape plan illustrates the location of the proposed street trees, four in total, at the north and south end of the proposed hotel, which are provided to satisfy the required street tree planting requirements. The result of this flexibility will allow the applicant to provide the total number of trees that are required and also accommodate the public sidewalk on private property.

- *“Increase safe non-motorized connectivity to activity centers in general, and to downtown specifically”:*

The project supports non-automobile transportation by providing golf cart parking and encourages bicycle use in the community with bicycle parking facilities.

The Master Development Plan for the Town of Carolina Beach (Master Plan) was adopted in 2008 and provides recommendations and goals to create a mix of uses, support economic development, encourage a unique built environment, protect natural resources and facilitate multi-modal circulation within the CBD zoning district. This plan reinforces goals and objectives that support economic development and the tourism industry, specifically through the enhancement of pedestrian facilities and tourism-supportive facilities such as lodging and parking. The plan also calls for increased building height allowances and stepped vertical setback requirements.

The proposed project addresses many of the Master Plan's goals and objectives and is designed to meet the plans "Key Urban Design Principles" as follows:

- *Goal #1 Land Use:* *“Encourage a mix of land uses in Carolina Beach that support the needs and desires of residents and visitors.”*
Objective: *“To provide a full range of amenities, attractions and services that will enhance Carolina Beach as a destination for visitors.”*

- *Goal #2 Economic Development:* “Enhance economic development opportunities in Carolina Beach in a manner that improves the livability of the Town for residents and its attraction as a destination for visitors.”
Objective: “To create a business and investment atmosphere that results in a stable economic environment and encourages high quality developments offering a variety of services and retail opportunities.”
- *Goal #3 Urban Form:* “Create an urban form in the Central Business District (CBD) that strengthens the unique character of Carolina Beach and encourages appropriate and sustainable development.”
Objective: “To establish Carolina Beach as an attractive and welcoming oceanfront community with new development that is well planned and designed.”

The proposed project supports Land Use Goal #1 of the town’s Master Plan by providing a new hotel with meeting space (“*amenities, attractions and services*”) that will promote Carolina Beach as a destination for visitors. Economically (Goal #2), the proposed hotel will generate revenue for the town through increased Room Occupancy Tax and support businesses by retaining visitors longer with overnight or extended visits that capture additional dollars spent in the community at local restaurants, shops and other businesses.

To address Urban Form, Goal #3, the proposed project will be designed architecturally to reflect many of the Key Urban Design Principals identified in the Master Plan to create a project that is appropriately scaled, pedestrian-friendly, and able to accommodate its intended uses. The Master Plan provides “Key Guidelines” for building design that are incorporated in the proposed architecture, including:

- Buildings should be designed to express a clearly defined base, mid-section and crown. The base of the building should extend no higher than the top of the 3rd floor and should be articulated with an architectural cornice feature.
- Tall buildings should be orientated perpendicular to the beach to maximize “windows” to the ocean and convey a mass that is more narrow than wide.
- Buildings should be located at the street edge to create a well-defined “urban wall,” sense of enclosure and strong relationship to the public realm.
- Building entrances should be highlighted and clearly defined with enhanced architectural treatment.
- Buildings should express a dominant horizontal line.

Parking is an important aspect that defines the Urban Form and the proposed project provides all the required motor vehicle parking either on site, or on the adjacent parking lot that is owned by the project applicant. In the future, when the applicant redevelops the existing parking lot, parking will be included to support the needs of the hotel in conformance with the town ordinances.

Conclusion

The Applicant is seeking approval of a Conditional Zoning Application to construct a high-quality hotel and associated on-site uses that will be both resident and visitor serving. The project is zoned to allow the proposed use and meets all the requirements set forth in the town ordinances and will provide fire sprinkler systems as required to exceed the 50' height limit as allowed by code. Furthermore, the proposed project incorporates elements to address key community goals and objectives of land use, economic development and urban form as defined in the Carolina Beach Coastal Area Management Act (CAMA) Land Use Plan and Future Land Use Map (2020) and the Master Development Plan for the Town of Carolina Beach (2008). All parking is provided on site or at the existing adjacent parking lot that is owned by the project applicant. The project also includes provisions for golf cart and bicycle parking. The proposed project will support local businesses and residents and will welcome visitors to Carolina Beach as their destination of choice by offering high-quality experiences, services and opportunities.