

Workshop



To: Town Council

From: Travis Morgan

Date: 5/22/2023

Re: 404 Main (*Informational Item*)

REQUEST:

Blue Heron (BH4 LLC) seeks your consideration for a conditional zoning proposal to allow for 294 apartments and 8,500 square feet of commercial space within a 5 story structure on the Northeast corner of Cranford Drive and Main Street.

DEVELOPMENT SUMMARY:

Location: 404 Main Street
Zoning: Existing: DC
Proposed: DC(CD)
Parcel Size: 4.8± acres

TOTAL UNITS: 294 (not to exceed)
159 - 1 bedroom
119 - 2 bedroom
16 - 3 bed room

Commercial 8,500 square feet (minimum?)

PARKING PER CURRENT ORDINACE:

Downtown zoning (DC) does have a provision to modify or waive parking for mixed-use development consisting of “majority ground floor commercial office/retail with residential dwelling units above.”

Majority of the ground floor for the total site does not appear to be commercial. Below is the current ordinance standard parking calculation based off bedroom count:

$$159 * 3 = 477$$
$$119 * 3 = 357$$
$$16 * 3.25 = 52$$

Total per residential units = 886

Calculation for general commercial: 1/500

Total per commercial = 19

TOTAL DEVELOPMENT REQUIRED = 905 parking spaces

TOTAL DEVELOPMENT PROVIDED: 514 parking spaces

11 on street parking

43 spaces for retail/commercial

460 spaces for residents

TRAFFIC STUDY:

Traffic study has been provided. The study still needs NCDOT review and approval. Study appears to remove one of the original access points onto Main Street. I do not support any vehicular access point onto Main Street. The architectural elevations and graphics in the study still show residual aspects of that proposed access. Please review the before levels (Table 3 p8) and after (Table 5 p13). As expected, left turn level of service go down. Left turns out of Jack Hughes and Cranford were not at best service level prior to the proposal. Post proposed development Cranford left turn goes down to level F in the evening, level D in the morning, but also Franklin left turn in the evening goes to level D and evening approach to Cranford goes to level E.

STAFF COMMENT:

Traffic:

There is not much outside of a signalized intersection to improve left hand turns. A right turn deceleration lane might help into the site entrance on Cranford but right turn lane from Main Street does not seem to be a problem. In my opinion, some improvement to stacking seems warranted on Franklin. Alignment of the proposed development entrance off of Cranford to align with the adjacent townhome Cannamela Drive seems warranted as well. Due to level of service delays I would anticipate more than 5% of traffic to use Cranford Drive as shown. A development of this scale might help toward getting a signal and/or pedestrian crossing approval from NCDOT.

Elevations:

The commercial component, ground floor Main Street storefront design is appreciated. Development will sit directly adjacent to Town Hall and should reflect that with much more significant if not all brick design and upper divided glass windows. Uppermost cornice detail needs more. Note transition point at site entrance on Cranford for the commercial/residential divide. Anticipated resident comment that commercial is not wanted further back on Cranford. Ground floor residential units we usually ask for elevated entrances to individual units. The building height along Main Street would help frame and anchor the adjacent Town Hall park. Recommend transitioning to a lower height back of property Northbound on Cranford Drive.

Parking:

Parking count is short. Parking shown in the railroad right of way has not been confirmed approval to my knowledge. There are no adjacent overflow or shared use parking lots for consideration.

Plans:

Comprehensive plan shows the site being the transition between Downtown and Neighborhood Residential and within the connector corridor that transitions between zones. Infill development, mixed-use, proximity to residences, Townhall, and the railroad are considerations.

PROCEDURE:

It is my understanding the applicant will be holding an independent neighborhood meeting. This meeting is to familiarize you with the applicant's request. The process is legislative with the standard conditional zoning process. This is a workshop meeting intended to refine the development proposal and to get your feedback.