Adopted by City Council - November 21, 2000
Revised – July 16, 2002

Development Objectives and Opportunities
Southeastern Portion of the City of Gastonia

INTRODUCTION

Purpose
The southeastern portion of the city is rapidly growing through the development of both single family and higher density residential uses. As more and more citizens move to this area, the demand for services escalates and commercial developers are drawn to this densely populated market. New thoroughfares have recently opened in this area (such as Hoffman Road and Titman Road) and other connections are planned (Cox Road Extension). These new thoroughfares are ripe for development and much of the adjacent land is vacant. The purpose of this land use study is to **identify** developable land within the area and correlating development constraints and **propose** development scenarios that will benefit the area and the city as a whole, will not overload the existing and proposed thoroughfares, will provide for quality development design, and promote connectivity within and between land uses. Without a detailed guide, typical strip commercial shopping centers and automobile-centric development will likely proliferate along the major thoroughfares and at major intersections.

In addition, the city has recently received development proposals in the southeastern portion of the city that are not in compliance with the adopted Future Land Use Map. The 2010 Comprehensive Plan is a living document and it is the city's policy to revise this document as conditions change. Increased development pressures, expanding and new thoroughfares, and population density certainly warrant a detailed land use examination of the area (which may or may not lead to an amendment to the Comprehensive Plan and Future Land Use Map). After a well attended community meeting, called to discuss a proposed shopping center, it became clear that typical, suburban commercial development is not welcomed. Beyond citizen expectations, strip commercial development is not the most efficient use of land. This thin corridor of traffic intensive development produces unsafe travel conditions (multiple curb cuts for extended distances), causes the proliferation of commercial uses into residential areas, and can include unsightly design along highly traveled corridors.

Study Area
The study area is more or less bounded by Robinwood Road on the west, Garrison Boulevard on the north, Lowell/Bethesda Road on the east, and Kendrick Road on the south. The study included a review of information on existing land uses and density, proposed and recently completed thoroughfares, and current zoning. Development constraints such as steep topography, poor soils, flood plains, and streams were identified. With this information in hand, staff developed a series of development objectives for the area and illustrated development opportunities on the attached map.

Existing Conditions
Most of the land within the study area is zoned for residential development, with several areas zoned for high density residential development and pockets of "strip" commercial zoning along South New Hope Road. The newly constructed and proposed thoroughfare network connects these properties and increases the development potential of each. Map 3, *Transportation System*, illustrates the land configuration, current traffic counts, traffic capacity, and sidewalks on existing and proposed thoroughfares.

Map 1, *Future Land Use Map/Development Opportunities,* illustrates potential uses within this area. The land uses depicted are generally higher density than the current zoning suggests. If the properties were built out to the proposed densities, the thoroughfares would be affected by adding additional automobile trips. The City of Gastonia transportation planners have estimated the traffic that would be generated by the proposed density of dwelling units and potential commercial developments (see attached). The city will have to look at zoning and land use changes in this area as development occurs to determine the individual and cumulative affects on the existing transportation network.

Key Issues
This area of the city is expected to grow rapidly in the next 10 years based on several factors including short commuting distances to Charlotte, proximity to the Charlotte Douglas International Airport, vacant land, new multi-lane facilities, and the demand for services from existing residents. The market pressures placed on land in this area could cause rapid, unconnected development that does not relate to adjacent properties. Instead, the city wants to promote innovative development that incorporates high quality urban design features. This includes internal pedestrian connections and connectivity between development, traditional design, and nodal and mixed land uses instead of strip commercial development.

Traditional neighborhood development (TND) incorporates these and many other urban design techniques into a package that can be attractive to home buyers, developers, and residents

citywide. The following principles of TND work together to produce a diverse community with public space and connectivity:

The center of each neighborhood is defined by a public space and activated by locally oriented civic and commercial facilities.

Homes surrounding an informal recreation space.

- Emphasis is given to the public realm including streets, sidewalks, neighborhood greens, and public gathering places.
- Typically homes have smaller lots and saved space is dedicated to formal open space, such as greens and playgrounds, and informal areas such as wooded areas.
- Streets follow a grid or modified grid pattern.
- On street parking is encouraged.

The neighborhood accommodates a range of household types and land uses.

- Land uses are mixed (attached and detached housing; residential and non-residential development) and often times blended (live in offices; retail with studio apartments on the upper floors).
- Basic commercial needs are incorporated within the development and only a 5-10 minute walk away.

Mixed use development around a central plaza.

Architecture responds to the surrounding fabric of buildings and spaces and to local traditions.

- Buildings and elements of the public space encompass traditional design features and are built to a human scale.
- Commercial uses take on a main street appearance.
- Residential garages do not predominate the front façade. Garage entry is from a rear access street (alley) or detached garages are placed in the rear yard.

Pedestrian oriented development with garages in the rear.

Cars are kept in perspective

- Various modes of travel are given equal consideration and emphasis.
- Development is pedestrian oriented, offering safety, comfort, and interest to the pedestrian.
- Parking lots are placed behind or beside buildings.
- Sidewalks, greenway trails, and bus stops are incorporated into the development.

POLICY STATEMENTS

Encourage Nodal Development/Mixture of Land Uses

- Promote Traditional Neighborhood Development as a method for integrating various housing types with small scale neighborhood services.
- Limit business-only zoning to major thoroughfare intersections as shown on the development opportunities map (see map and map notes for alternative development scenarios).

- Encourage elements of traditional design through the Planned Unit Development and Conditional Use process. Elements include, but are not limited to,
  * rear yard parking for commercial, office, and attached residential development, bringing buildings up to the street
  * use of rear access streets for garage entry, utilities, trash service, and mail service
  * extensive pedestrian connections
  * planned developments should include a mix of housing styles and tenancy

Permit Innovative Development

- Revise the Gastonia Zoning Ordinance to better enable traditional neighborhood developments by adding a TND option in the Planned Development section.
- Propose a policy that allows the city to maintain adequately designed rear access streets (alleys).

Provide Connectivity Within and Between Developments

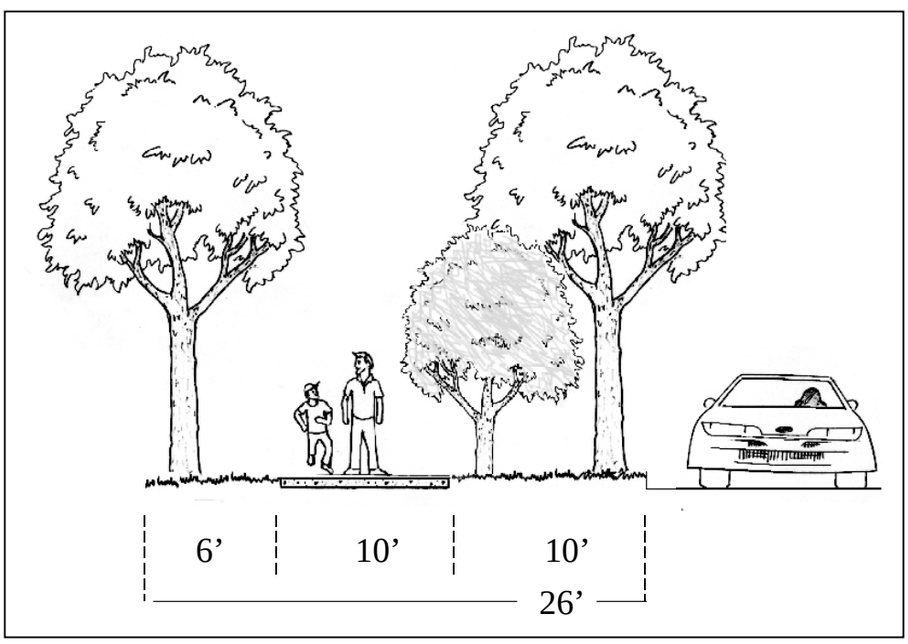
- Require integrated walking systems within planned developments and attached home developments.
- Require a green corridor along designated major thoroughfares (see Map 1) to provide pedestrian connections between residential and non-residential development with links to greenway trails and planned open space. These corridors should consist a twelve to sixteen (12-16) foot wide landscaped area along with an eight (8) foot wide sidewalk. If a project's development density is greater than that allowed in the R-2 zone, a density bonus will be given to offset the land used for this green corridor. (see illustrative sketch below)
- As development connects to adjacent uses, residential stub streets and other proposed through roads should be connected.

Create Green Space

- Preserve the greenway corridors identified in the Connect Gaston Plan. As development occurs along the corridor, obtain land donations for future greenway construction.
- Reclaim city owned land for open space and parks. The decommissioned wastewater treatment plant along Catawba Creek would be a nice addition to the city's park system and is accessible from future greenway trails.

SCHEMATIC

Proposed Green Corridor Along Designated Thoroughfares



MAP NOTES

MAP 1 - Future Land Use Map/Development Opportunities

This map illustrates development opportunities within the study area. In several areas, multiple options for the development of a particular parcel are suggested based on existing conditions and land use principles. For example, some tracts are proposed for single family residential (SFR) or traditional neighborhood development (TND) with a mixture of uses.

In addition, optional development patterns or scenarios may occur depending upon the timing of development. IF retail/commercial development is allowed along the Hoffman Road/Redbud

Drive corridor, it should locate at ONE and NOT BOTH undeveloped intersections. For example, if a commercial development is proposed and approved for the southeast corner of the intersection of the Cox Road Extension and Hoffman Road, then the intersection of Hudson Boulevard and Redbud Drive should develop as high density residential or office, with no commercial element (except for small-scale commercial within a traditional neighborhood development).

The notes below provide more detail than can be shown on the map. Each note corresponds with a letter symbol found on the map. When considering future land uses, less intensive land uses or uses allowed within the current zoning should be allowed.

A. Single family residential development at 4-6 dwelling units per acre.
B. Residential development at 4-16 dwelling units per acre.
C. Neighborhood Services Center **OR** condos **OR** an assisted living center.
D. Single family residential development at 2-5 dwelling units per acre **OR** Traditional Neighborhood Development. The non-residential component of a TND (up to 6 units per gross acre overall) must be within the interior and strictly scaled.
E. Single family residential development at 2-5 dwelling units per acre **OR** Traditional Neighborhood Development (up to 7 units per gross acre overall). Connections should be made to existing neighborhoods. Retail should not front on Hudson Boulevard, but should be placed close to an internal street.
F. Light business **OR** community-institutional **OR** assisted living **OR** community housing **OR** office development. Near zero front setbacks for business, institutional, assisted living, and office development. Limited access to Cox Road.
G. Existing park
H. Future passive park within floodplain adjacent to creek.
I. Patio homes or other owner occupied residential development with density similar to a patio home development (4-6 dwelling units per acre).
J. Attached housing at 4-12 dwelling units per acre.

K and L. Commercial **OR** office **OR** assisted living **OR** attached housing at 4-12 dwelling units per acre. At a minimum, the following conditions/criteria should be required of all non-residential development at this intersection (retail and office). Many of the elements below should also be required of attached housing. These conditions are noted with an asterisk.

(1) Buildings shall have minimal setbacks from the public street(s) unless topographic issues on the site would make it impractical and thus economically infeasible. Where subject property under one ownership is divided by a public street, buildings shall be oriented to provide frontage on all streets. Typical suburban yards (setbacks) are discouraged.
(2) Parking areas shall be located beside and/or behind the primary structure(s) on the property (unless topographic issues prohibit such locations as determined in "a" above). The perimeter of parking areas should be planted with mature landscaping to generally screen the parking lots from street view. *****
(3) Detailed façade elevations and material specifications should be submitted as part of the rezoning process. Buildings shall be constructed with traditional materials on all sides. Such materials include, but are not limited to brick, stucco, decorative CMU block, or horizontally oriented wood or vinyl siding. *****
(4) Buildings should have significant fenestration facing the public street, and if practical, should incorporate functional means of ingress/egress for pedestrians. *****
(5) Buildings within a development (even if divided by a thoroughfare) shall incorporate common design elements while avoiding mass uniformity. *****
(6) Pedestrian access to the site and within the development is paramount. A well-designed sidewalk system should provide visual appeal, pedestrian comfort, and pedestrian safety, connecting residents to internal amenity areas, parking areas, and primary structures, and externally to the greater sidewalk system, to greenway trails, and to adjacent development. *****
(7) All freestanding signs shall be ground signs. Other allowable signs include wall signs, awning signs, and suspended signs.
(8) All outdoor lighting shall use flush lens, fully shielded "shoe-box" type lighting to shield lighting from surrounding areas. Lower level decorative lighting is encouraged to add to the pedestrian atmosphere. Metal halide and similar type lighting is not allowed. *****
(9) All general mechanical equipment (ground and rooftop) shall be screened from the public street and from residentially zoned lots. *****
(10) Property that is designated as part of the City of Gastonia greenway trail system (in the Connect Gaston Plan and/or the Plan for the Southeastern Portion of the City) shall be used for said purpose. The developer should build the adjacent portion of the trail system to NCDOT standards and donate the improvement to the public. At a minimum, property should be donated to the public for such use and/or placed under a conservation easement allowing a greenway trail. Such land donated or delineated in a conservation easement shall provide enough room to construct a 10' wide trail, with a minimum of 15' of clearance on each side, in the area outside of the floodway, and at least 50' from the stream bank. *****

M. Single family residential development at 4-6 dwelling units per acre.

N. Future park on site of former water treatment plant.
O. Future open space and park.
P. Condos at 5-14 dwelling units per acre.
Q. Titman Road (near Bradford Heights) developed as condos **OR** assisted living.
R. Attached housing at 4-12 dwelling units per acre, which includes partial redevelopment of the site.
S. Develop as offices **OR** assisted living with a land dedication for future greenway at the rear. Parking should be in the rear.
T. Land backing up to Chateau Village developed as attached residential development at 8-12 units per acre **OR** offices **OR** Traditional Neighborhood Development.
U. Shopping center **OR** Neighborhood Services Center **OR** residential development at 5-12 dwelling units per acre.
V. Residential development at 4-6 dwelling units per acre (same as patio home density).
W. Attached residential development at 5-7 dwelling units per acre.
X. Retail development to mix with existing retail.
Y. Planned employment center (office park, corporate center) **OR** Traditional Neighborhood Development. An additional option for single family residential development is feasible **IF** the entire area is developed for this use, including **BOTH** sides of the creek. Otherwise, the property on the northwestern side of the creek could become a remnant and be divided for commercial use.
Z. Single family residential development **OR** Traditional Neighborhood Development
AA. Single family residential development at 4-6 dwelling units per acre.

MAP 2 - Development Constraints

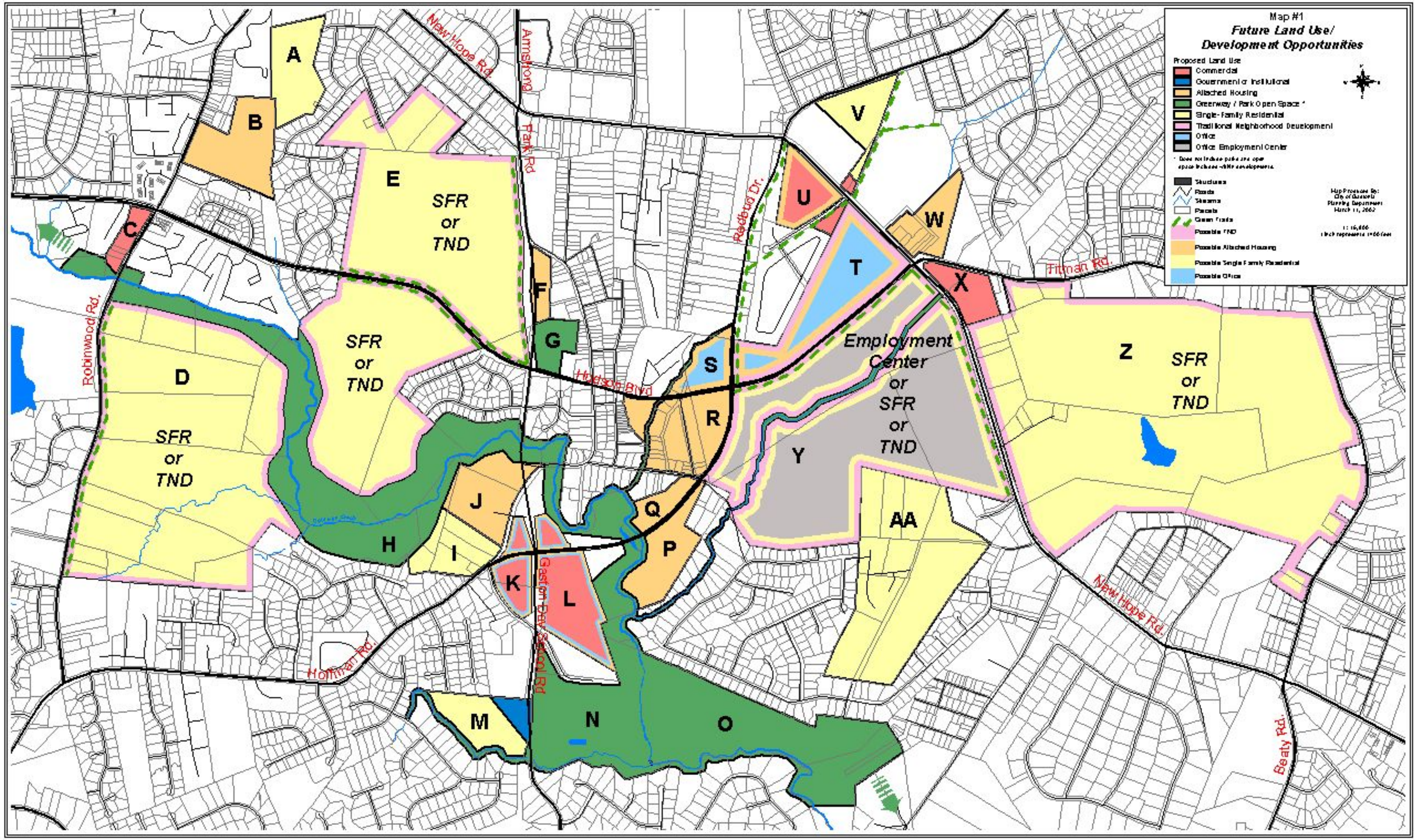
See attached

MAP 3 – Transportation System

See attached

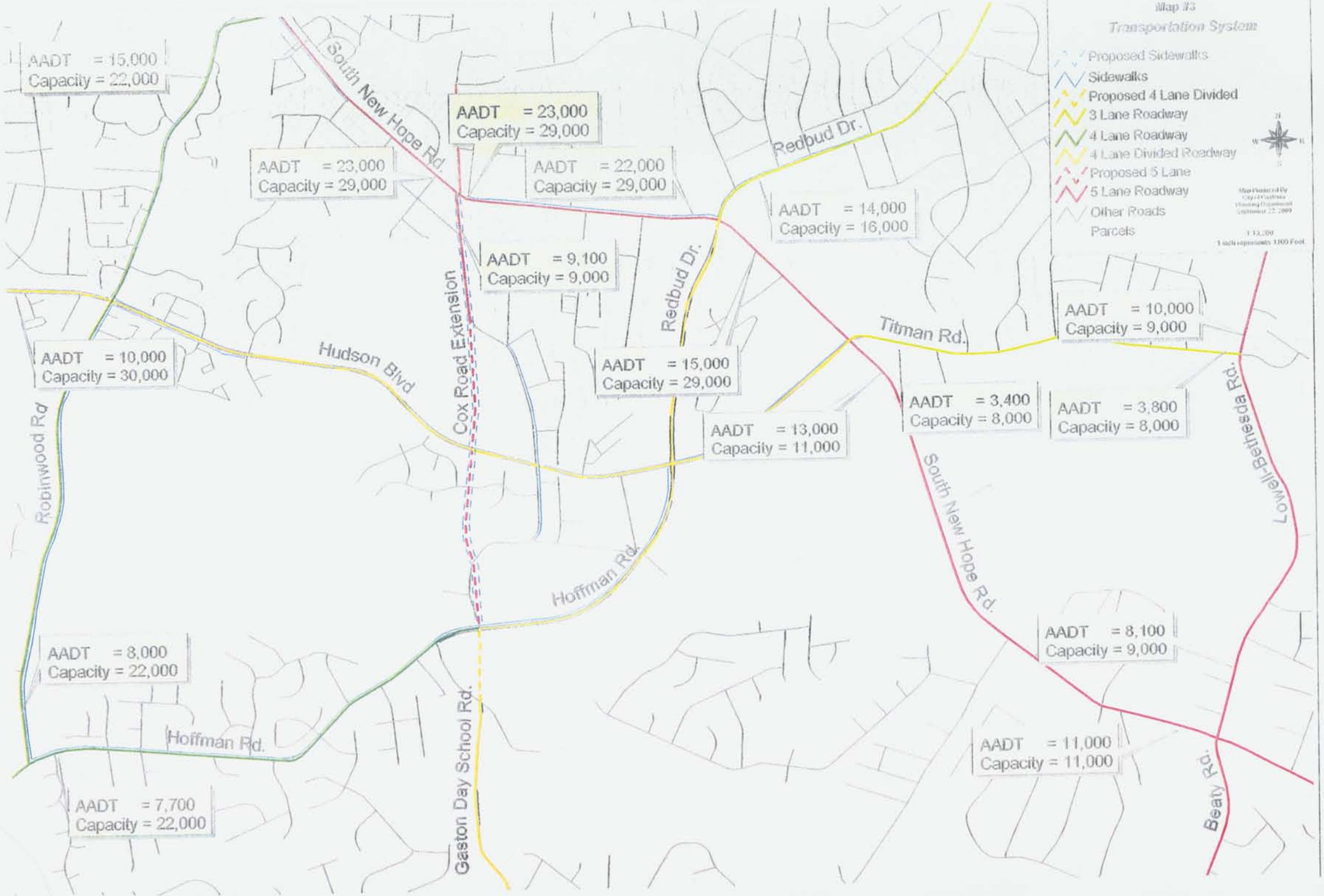
SAMPLE TRADITIONAL NEIGHBORHOOD DEVELOPMENT PICTURES FROM NORTH CAROLINA AND SOUTH CAROLINA

** Plan illustrations courtesy of New Urbanism by Peter Katz.
** Pictures from Baxter in Fort Mill and Vermillion in Huntersville


Map #1
Future Land Use/
Development Opportunities
Proposed Land Use
Commercial
Government or Institutional
Attached Housing
Greenway / Park Open Space *
Single-Family Residential
Traditional Neighborhood Development
Office
Office Employment Center
* Does not include public and open space inclusive within developments.
Structures
Roads
Streams
Parcels
Open Tracts
Possible TND
Possible Attached Housing
Possible Single Family Residential
Possible Office
Map Produced By:
City of Gainesville
Planning Department
March 11, 2002
1 : 16,666
1 inch represents 1416 feet
A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z
AA
SFR or TND
Employment Center or SFR or TND
New Hope Rd.
Armstrong Park Rd
Redbud Dr.
Tilman Rd.
Robinwood Rd.
Hudson Blvd
Gaston Day School Rd
Hoffman Rd.
Beaty Rd.

Map #2
Development Constraints
Soils poorly suited for development*
Roads
Streams
Parcels
Index Contour
Interior Contour
1 : 34,425
1 inch represents .54 mile

EXHIBIT


Map #3
Transportation System
Proposed Sidewalks
Sidewalks
Proposed 4 Lane Divided
3 Lane Roadway
4 Lane Roadway
4 Lane Divided Roadway
Proposed 5 Lane
5 Lane Roadway
Other Roads
Parcels
AADT = 15,000
Capacity = 22,000
South New Hope Rd.
AADT = 23,000
Capacity = 29,000
AADT = 23,000
Capacity = 29,000
AADT = 22,000
Capacity = 29,000
Redbud Dr.
AADT = 14,000
Capacity = 16,000
AADT = 9,100
Capacity = 9,000
Cox Road Extension
Redbud Dr.
Titman Rd.
AADT = 10,000
Capacity = 9,000
AADT = 10,000
Capacity = 30,000
Hudson Blvd
AADT = 15,000
Capacity = 29,000
AADT = 3,400
Capacity = 8,000
AADT = 3,800
Capacity = 8,000
AADT = 13,000
Capacity = 11,000
Robinwood Rd
South New Hope Rd.
Lowell-Bethesda Rd.
Hoffman Rd.
AADT = 8,100
Capacity = 9,000
AADT = 8,000
Capacity = 22,000
Hoffman Rd.
AADT = 11,000
Capacity = 11,000
Gaston Day School Rd.
Beaty Rd.
AADT = 7,700
Capacity = 22,000

EXHIBIT

Trip Generation Rates for Southeast Gastonia Plan

Source: ITE Trip Generation, 6th Edition

Map Code	Option	Total Acreage	Developable Acreage*	Proposed Land Use #1	ITE Land Use Code	ITE Trip Gen. Rate	Units	Density min.	Density max.	Proposed Units min.	Proposed Units max.	Trip Generation min.	Trip Generation max.
A	1	18.7	15.0	Residential - detached	210	9.57	per DU	4	6	60	90	573	859
B	1	23.3	18.6	Residential - attached	220	6.63	per DU	4	16	75	298	494	1,977
C	1	3.3	2.6	Neighborhood Service Center	814	11.01	per 1000 sq ft GLA	--	40,000	--	--	--	440
C	2	3.3	2.6	Residential - Townhouse/Condo	230	5.86	per DU	4	12	11	32	62	186
C	3	3.3	2.6	Congregate Care Facility	252	2.15	per DU	4	12	11	32	23	68
D	1	197.0	157.6	Residential - detached	210	9.57	per DU	2	5	315	788	3,016	7,541
D	2a	118.2	94.6	Residential - detached	210	9.57	per DU	4	6	378	567	3,620	5,430
D	2b	59.1	47.3	Residential - attached	220	6.63	per DU	8	12	378	567	2,508	3,762
D	2c	19.7	15.8	Neighborhood Services Center	814	11.01	per 1000 sq ft GLA	--	40,000	--	--	--	440
D	**2 Total**	197.0	157.6	**TND**	**--**	**--**	**--**	**--**	**--**	--	--	--	--
E	1	221.8	177.4	Residential - detached	210	9.57	per DU	2	5	355	887	3,396	8,491
E	2	133.1	106.5	Residential - detached	210	9.57	per DU	4	6	426	639	4,075	6,113
E	2b	66.5	53.2	Residential - attached	220	6.63	per DU	8	12	426	639	2,823	4,235
E	2c	22.2	17.7	Neighborhood Services Center	814	11.01	per 1000 sq ft GLA	--	40,000	--	--	--	440
E	**2 Total**	221.8	177.4	**TND**	**--**	--	--	--	--	--	--	--	--
F	1	5.3	4.2	Congregate Care Facility	252	2.15	per DU	4	12	17	51	36	109
F	2	5.3	4.2	General Office	710	11.01	per 1000 sq ft GFA	--	75,000	--	--	--	826
F	3	5.3	4.2	Neighborhood Service Center	814	11.01	per 1000 sq ft GLA	--	40,000	--	--	--	440
I	1	14.7	11.8	Residential - detached	210	9.57	per DU	4	6	47	71	450	675
J	1	13.8	11.0	Residential - attached	220	6.63	per DU	4	12	44	132	293	878
K	1	13.3	10.6	Residential - attached	220	6.63	per DU	4	12	43	128	282	847
K	2	13.3	10.6	Congregate Care Facility	252	2.15	per DU	4	12	43	128	92	275
K	3	13.3	10.6	General Office	710	11.01	per 1000 sq ft GFA	--	200,000	--	--	--	2,202
L		21.4	17.1	Shopping Center	820	42.92	per 1000 sq ft GLA	--	250,000	--	--	--	10,730
M	1	17.4	13.9	Residential - detached	210	9.57	per DU	4	6	56	84	533	799
P	1	16.4	13.1	Residential - Townhouse/Condo	230	5.86	per DU	5	14	66	184	384	1,076
Q	1	6.4	5.1	Residential - Townhouse/Condo	230	5.86	per DU	5	14	26	72	150	420
Q	2	6.4	5.1	Congregate Care Facility	252	2.15	per DU	4	12	20	61	44	132
R	1	25.5	20.4	Residential - attached	220	6.63	per DU	4	12	82	245	541	1,623
S	1	9.0	7.2	Congregate Care Facility	252	2.15	per DU	4	12	29	86	62	186
S	2	9.0	7.2	General Office	710	11.01	per 1000 sq ft GFA	--	150,000	--	--	--	1,652
T	1	40.6	32.5	Residential - attached	220	6.63	per DU	8	12	260	390	1,723	2,584
U	1	14.5	11.6	Residential - attached	220	6.63	per DU	5	12	58	139	385	923

Map Code	Option	Total Acreage	Developable Acreage*	Proposed Land Use #1	ITE Land Use Code	ITE Trip Gen. Rate	Units	Density min.	Density max.	Proposed Units min.	Proposed Units max.	Trip Generation min.	Trip Generation max.
U	2	14.5	11.6	Neighborhood Service Center	814	11.01	per 1000 sq ft GLA	--	40,000	--	--	--	440
U	3	14.5	11.6	Shopping Center	820	42.92	per 1000 sq ft GLA	--	35,000	--	--	--	1,502
V	1	13.1	10.5	Residential - detached	210	9.57	per DU	4	6	42	63	401	602
W	1	12.3	9.8	Residential	230	5.86	per DU	5	7	49	69	288	404
X	1	10.1	8.1	Shopping Center	820	42.92	per 1000 sq ft GLA		25,000	--	--	--	1,073
Y	1	183.2	146.6	Employment Center	750	11.42	per 1000 sq ft GFA		3,000,000	--	--	--	34,260
Y	2a	109.9	87.9	Residential - detached	210	9.57	per DU	4	6	352	528	3,366	5,049
Y	2b	55.0	44.0	Residential - attached	220	6.63	per DU	8	12	352	528	2,332	3,498
Y	2c	18.3	14.7	Neighborhood Services Center	814	11.01	per 1000 sq ft GLA	--	40,000	--	--	--	440
Y	**2 Total**	**183.2**	146.6	**TND**	**--**	**--**	**--**	**--**	**--**	**--**	**--**	**--**	**--**
Z	1a	188.0	150.4	Residential - detached	210	9.57	per DU	4	6	602	903	5,759	8,638
Z	1b	94.0	75.2	Residential - attached	220	6.63	per DU	8	12	602	903	3,989	5,984
Z	1c	31.3	25.1	Neighborhood Services Center	814	11.01	per 1000 sq ft GLA	--	40,000	--	--	--	440
Z	**1 Total**	**313.4**	250.7	**TND**	**--**	**--**	**--**	**--**	**--**	**--**	**--**	**--**	**--**
AA	1	77.5	62.0	Residential - detached	210	9.57	per DU	4	6	248	372	2,373	3,560

The scenarios with multiple land use proposals represent Traditional Neighborhood Developments (TND). They are comprised of: 10% commercial, 30% attached housing and 60% detached housing.

* assumption was made that 80% of the acreage was developable