

Statement of Justification
Wallbrook Flats Rezoning Application
June 13, 2025

Project Summary

Crosland Southeast is requesting this zoning map amendment to facilitate future phases of their Wallbrook development along S Main Street. The proposed Town Center zoning will allow retail and office uses at a prominent location on S Main Street and place additional residential density in the Main Street corridor to support a walkable downtown core (the “Rezoning”). The attached Wallbrook Flats Concept Plan includes multifamily uses at 0 and 4724 Burlington Mills Road/PINs 1758479823 and 1758486155 and commercial uses at 0 S Main Street/PIN 1758574837 (the “Project”).

Rezoning Justification

1. Is the application consistent with the Comprehensive Plan, Community Transportation Plan, Bicycle and Greenway Plans, and any other adopted Town policy plans?

Response: The proposed zoning is consistent with the Town’s long range plans as set forth in the Comprehensive Plan, Community Transportation Plan, the Main Street Vision Plan, the Parks and Recreation Comprehensive Master Plan, and the Greenway Plan.

- Future Land Use Map: The proposed uses are consistent with the current FLUM designations for this property. PINs 1758479823 and 1758486155 are designated High Density Residential on the FLUM, as amended by MA 22-10. The proposed high density residential uses and TC zoning on these parcels is consistent with this designation. PIN 1758574837 is designated Commercial on the FLUM, as amended by MA 21-09. The proposed commercial uses and TC zoning on this parcel is consistent with this designation.
- Main Street Vision Plan, Corridor Development Strategy 1 for the Central - Lifestyle Village (Main & Burlington Mills): “Support market rate housing development with mix of product types: townhomes, apartments, senior housing.” *Main Street Vision Plan, pg. 80.*
- Main Street Vision Plan, Corridor Development Strategy 3 for the Central - Lifestyle Village (Main & Burlington Mills): “Housing product to incorporate higher densities.” *Main Street Vision Plan, pg. 80.*
- Main Street Vision Plan, Corridor Development Strategy 8 for the Central - Lifestyle Village (Main & Burlington Mills): “Provide opportunities for additional small office for service/professional services.” *Main Street Vision Plan, pg. 80.*
- Main Street Vision Plan, Corridor Development Strategy 1 for All Areas: “Facilitate expanded new housing options along the corridor.” *Main Street Vision Plan, pg. 80.*

- Main Street Vision Plan, Goal #2: Promote diverse housing stock for multiple age groups and income levels: “One of the top issues raised by residents of Rolesville and people who want to move to Town is the lack of diverse housing. There are *few multifamily options* and most of the single-family housing starts at \$300,000, well out of the budget of workforce buyers and renters. By *diversifying the housing* for millennials and aging retirees, the opportunity arises for more people to live, work, and shop in Rolesville, boosting the local economy and creating the opportunity for multiple generations of families to remain in the community they made a life in.” *Main Street Vision Plan, pg. 16 (emphasis added)*.
- Comprehensive Plan Goal LU1. Encourage a walkable, connected Town in the face of rapid growth. *Comprehensive Plan pg. 42*.
- Comprehensive Plan Goal D1.1. Take actions to ensure that new housing stock provides diverse options around Main Street. “New neighborhoods that are developed should provide a *mix of housing options for young adults, families, senior citizens, etc.* so that citizens can age in place and have options for their housing expectations.” *Comprehensive Plan pg. 83 (emphasis added)*. This Project is strategically located to take advantage of the Main Street improvements already underway and future redevelopment along the Main Street corridor. The residential uses will front on the new realigned Burlington Mills Road, just a short walk from existing shops and restaurants along Main Street. Residents will have convenient access to a grocery store and the Project will bring much needed daytime foot traffic to Rolesville to patronize shops and restaurants and promote the development of additional retail shops downtown.

2. Is the application in conflict with any provision of the LDO or the Town Code of Ordinances?

Response: No. The Project is consistent with all provisions of the LDO.

3. Does the application correct any errors in the existing zoning present at the time it was adopted?

Response: There are no errors in the existing zoning to correct.

4. Does the rezoning allow uses that are compatible with existing and permitted uses on surrounding land/properties?

Response: Yes. The existing land uses along the Main Street corridor include commercial, residential, and civic uses. The proposed multifamily and commercial uses will integrate with the existing uses in a cohesive and compatible manner. Landscaped buffers provide transitions where appropriate.

5. Would the application ensure efficient development within the Town, including the capacity and safety of the street network, public facilities, and other similar considerations?

Response: Yes. The ongoing improvements to the surrounding streets and the pedestrian network are designed to accommodate the proposed uses. Additional improvements proposed by this project will ensure public facilities are safe and efficient.

6. Would the application result in a logical and orderly development pattern?

Response: Yes. The Town has adopted specific plans and policies to promote development along the Main Street corridor in order to create a walkable, vibrant town center. This Project, as an extension of the Wallbrook development, will continue the positive momentum of development along Main Street. Additional residential density will bring much needed daytime foot traffic to Rolesville to patronize shops and restaurants and promote the development of additional retail shops downtown.

7. Would the application result in adverse impacts on water, air, noise, storm water management, wildlife, vegetation, wetlands, and the natural functioning of the environment?

Response: No adverse impacts are anticipated as a result of this Project.

8. If a Conditional district providing proposed Conditions of Approval, do they address and mitigate the impacts reasonably expected to be generated by the development or use of the property, can they reasonably be implemented, and can they be enforced for the subject property, and will they result in no greater impact on adjacent properties or the community at large than would be expected to occur by the permitted uses and the minimum development standards of the corresponding General zoning district.

Response: The proposed zoning conditions will require development consistent with the Wallbrook Flats Concept Plan, which can be enforced through the subsequent site plan approval process. The proposed parking reduction is based on the findings of a parking reduction study consistent with the requirements of LDO Section 6.4.3.K.