



# Memo

**To:** Mayor and Town Board of Commissioners  
**From:** Meredith Gruber, Planning Director  
**Date:** June 2, 2022  
**Re:** Agenda Item C.3: MA 22-04, 414 South Main Street Rezoning

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## Background

The Town of Rolesville Planning Department received a Map Amendment (Rezoning) application in February 2022 for a 4.23-acre property located at 414 South Main Street with Wake County PIN 1758797437. The applicant, Optimal Development LLC, is requesting to change the zoning from General Industrial (GI) to General Commercial Conditional Zoning District (GC-CZ). The applicant is proposing to exclude the following uses, listed as permitted or special uses in General Commercial, as per Table 5.1. Permitted Principal Use Table in the Land Development Ordinance (LDO):

- Day Care (*allow by Special Use Permit only*)
- Schools (K-12)
- Carwash
- Funeral Home
- Gas Station
- Tattoo Establishment
- Vehicle, Rental and Sales
- Vehicle, Minor Service
- Telecommunication Tower
- Water Storage Tower

The application submitted for this case did not include the condition noted above; the applicant, following the receipt of comments from the Technical Review Committee (TRC), added the condition.

Based on the timing of the application, the review falls under the LDO.

## Applicant Justification

The applicant provided the narrative below.

The subject parcel is currently within the Town of Rolesville's jurisdiction and is zoned GI, General Industrial. The parcel is within the Town of Rolesville's Future Land Use Plan (2017)

and designated Industrial. However, the Future Land Use Plan generally depicts all properties around this parcel as Commercial. The map amendment application for General Commercial (GC) is requested for the establishment of a zoning district that will allow for a wide range of intensities of commercial uses to minimize potential effects of commercial activity on residential districts. The Main Street Vision Plan depicts the area in which this property is located as the Village Core. Redevelopment of this property from industrial to commercial would align with the Main Street Vision Plan by providing additional commercial uses and activities to balance the residential growth within Rolesville. Adequate public infrastructure exists in the area, and the site will be developed according to the Town of Rolesville's Land Development Ordinance, which will ensure that the proposed uses do not adversely affect adjoining uses.

### **Neighborhood Meeting**

The applicant held a neighborhood meeting on April 11, 2022. Property owners within two hundred (200) feet of the subject property were mailed invitations; however, no one attended the meeting.

### **Comprehensive Plan**

#### ***Land Use***

The future land use designation of the subject property is Industrial. This development category is defined as areas that support small, medium, and large-scale manufacturing and production uses including warehousing, light manufacturing, distribution, medical or scientific research/laboratory and assembly operations. These areas are almost exclusively found near major transportation corridors (i.e., highway, airport, or rail) to support distribution. Noise attenuation is seldom required, and vegetated landscaping is typically used to shield loading and temporary outdoor storage areas from nearby properties. Staff believes the subject property, the former PineGlo site, was given the Industrial designation to match the use of the property at the time the Comprehensive Plan was completed.

Approval of this rezoning request would amend the Comprehensive Plan's future land use designation to Commercial for the property located at 414 South Main Street. The Commercial development category is defined as suburban commercial centers serving the daily needs of surrounding residential neighborhoods. They typically are located near roads with a high volume of traffic and key intersections that are designed to be accessed primarily by automobile. These consider other modes of transportation in design choices as well, both internally and externally of the commercial neighborhood. Common types include single tenant buildings on individual lots, single and multi-tenant buildings normally found in shopping centers, or multi-tenant units with big box or anchor retail businesses in commercial shopping facilities.

#### ***Main Street Vision Plan***

The Town of Rolesville developed the Main Street Vision Plan to help the community grow, reestablish a true town center, and reclaim its Main Street. The plan includes five principles and five goals, the following of which are applicable to this rezoning request:

- Principle 5: Quality development/redevelopment must be supported
- Goal 4: Reestablish a town center
- Goal 5: Retain & respect the small-town feel

Changing the zoning of the subject property from General Industrial (GI) to General Commercial Conditional Zoning District (GC-CZ) will provide greater potential to meet the principles and

goals of the Main Street Vision Plan. Commercial uses typically align better with a town center and small-town feel than industrial uses do.

### ***Transportation and Traffic***

As per LDO Section 8.C.4., the Land Development Administrator (LDA) may waive the requirement for a Traffic Impact Analysis (TIA) upon determining that a TIA is not necessary to determine needed road improvements, that adequate capacity exists to serve the proposed development, and that no unsafe or hazardous conditions will be created by the development as proposed. The decision shall be documented with specific reasoning provided by the LDA.

- Based on the level of detail available for this Map Amendment (Rezoning), a TIA would be more beneficial at the Site Plan stage when additional information and confirmation of development plans are available.
- The Town has been awarded funding from the Locally Administered Projects Program (LAPP) to enhance and revitalize Main Street. The grant project will re-create Highway 401 Business into Rolesville's Main Street and includes streetscape improvements, crosswalks, curb and gutter, new sidewalks, and bicycle transportation enhancements from Burlington Mills Road to Young Street. The Main Street construction plan design already shows all or some of the pending roadway improvements.

The LDA recommends the TIA be initiated at Site Plan submittal. The Site Plan will be required to be approved by the Town Board of Commissioners.

### **Development Review**

The Technical Review Committee (TRC) reviewed the rezoning request, and a few planning-related comments were provided to the applicant.

### **Staff Recommendation**

Based on alignment with the Main Street Vision Plan principles and goals, staff recommends approval of Map Amendment (rezoning) case MA 22-04, 414 South Main Street.

### **Planning Board Recommendation**

At the April 25, 2022, meeting, the Planning Board unanimously recommended approval of case MA 22-04, 414 South Main Street. Board members noted that a commercial use in this location was highly desirable and would be consistent with Rolesville's Main Street Vision Plan.

### **Consistency and Reasonableness**

As noted above under the Comprehensive Plan section of this report, the rezoning request for the subject parcel supports Rolesville's Main Street Vision Plan. In addition, staff believes the subject property, the former PineGlo site, was given the Industrial designation to match the use of the property at the time the Comprehensive Plan was completed. Most other parcels in the Main Street corridor have a future land use designation of Commercial. On balance, case MA 22-04 is consistent with the Comprehensive Plan and other applicable plans and is reasonable.

### **Proposed Motions**

- Motion to (approve or deny) rezoning request MA 22-04, 414 South Main Street

- (Following approval) Motion to adopt a Plan Consistency Statement, Statement of Reasonableness, and Future Land Use Map Amendment

**Attachments**

1. MA 22-04 Application
2. MA 22-04 Vicinity Map
3. MA 22-04 Future Land Use Map
4. MA 22-04 Zoning Map



Case No. \_\_\_\_\_

Date \_\_\_\_\_

# Map Amendment Application

## Contact Information

Property Owner R P DIEHL PROPERTIES LLC

Address 1424 HUNTING RIDGE RD City/State/Zip RALEIGH NC 27615-7024

Phone \_\_\_\_\_ Email \_\_\_\_\_

Developer OPTIMAL DEVELOPMENT LLC

Contact Name Robert Shaar

Address 924 EVENING SNOW ST City/State/Zip WAKE FOREST NC 27587-3968

Phone 610-295-3699 Email Shaar@myoptimalequity.com

## Property Information

Address 414 S Main St

Wake County PIN(s) 1758-79-7437

Current Zoning District G1 Requested Zoning District GC

Total Acreage 4.23

## Owner Signature

*I hereby certify that the information contained herein is true and completed. I understand that if any item is found to be otherwise after evidentiary hearing before the Town Board of Commissioners, that the action of the Board may be invalidated.*

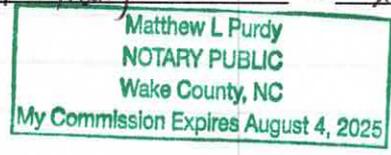
Signature [Handwritten Signature] Date 2/16/2022

STATE OF NORTH CAROLINA  
COUNTY OF Wake

*I, a Notary Public, do hereby certify that Robert J. Shaar personally appeared before me this day and acknowledged the due execution of the foregoing instrument. This the 16th day of February 20 22.*

*My commission expires August 4, 2025.*

Signature Matthew L. Purdy Seal







# Map Amendment Application

## Rezoning Justification

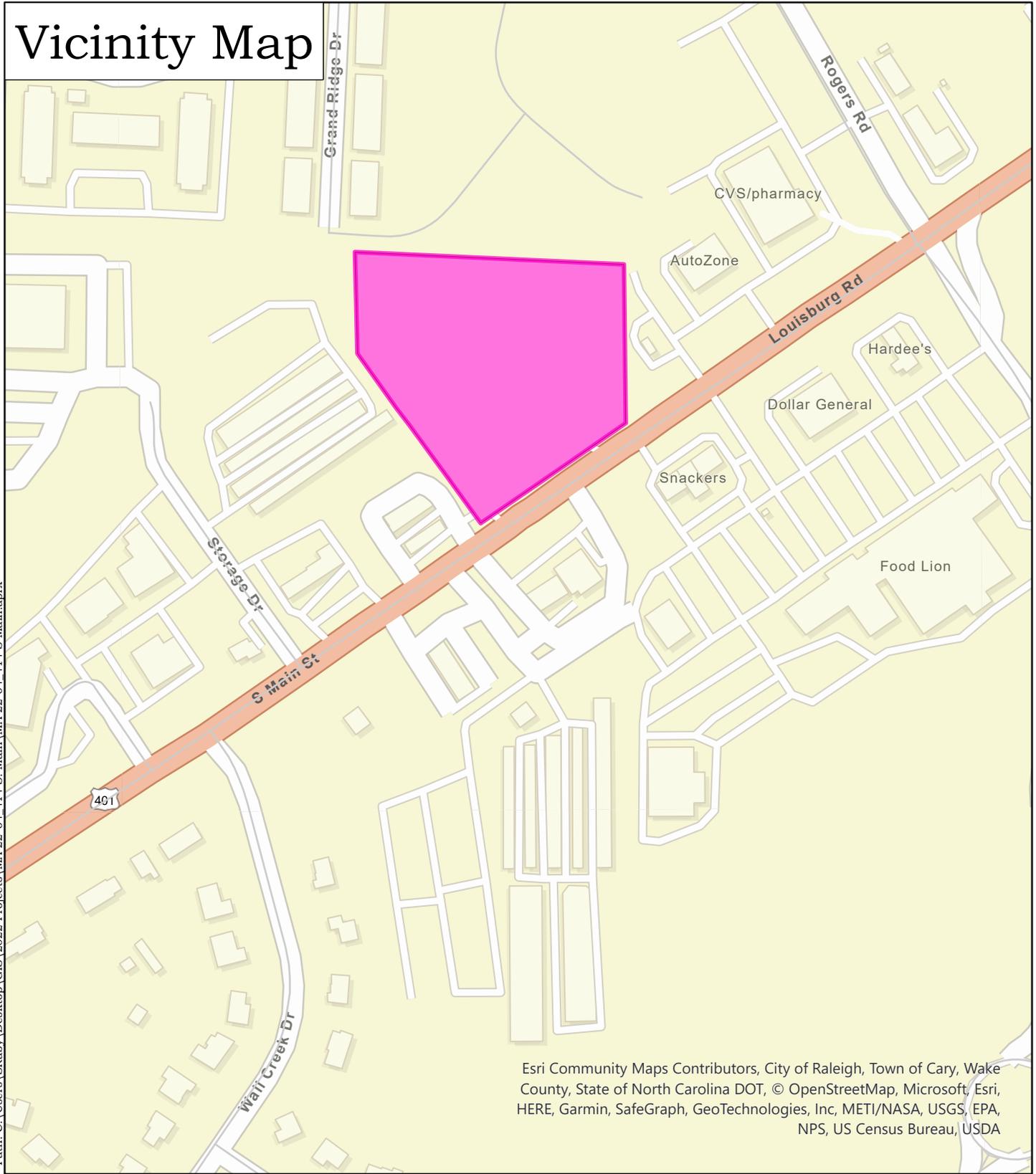
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# Vicinity Map

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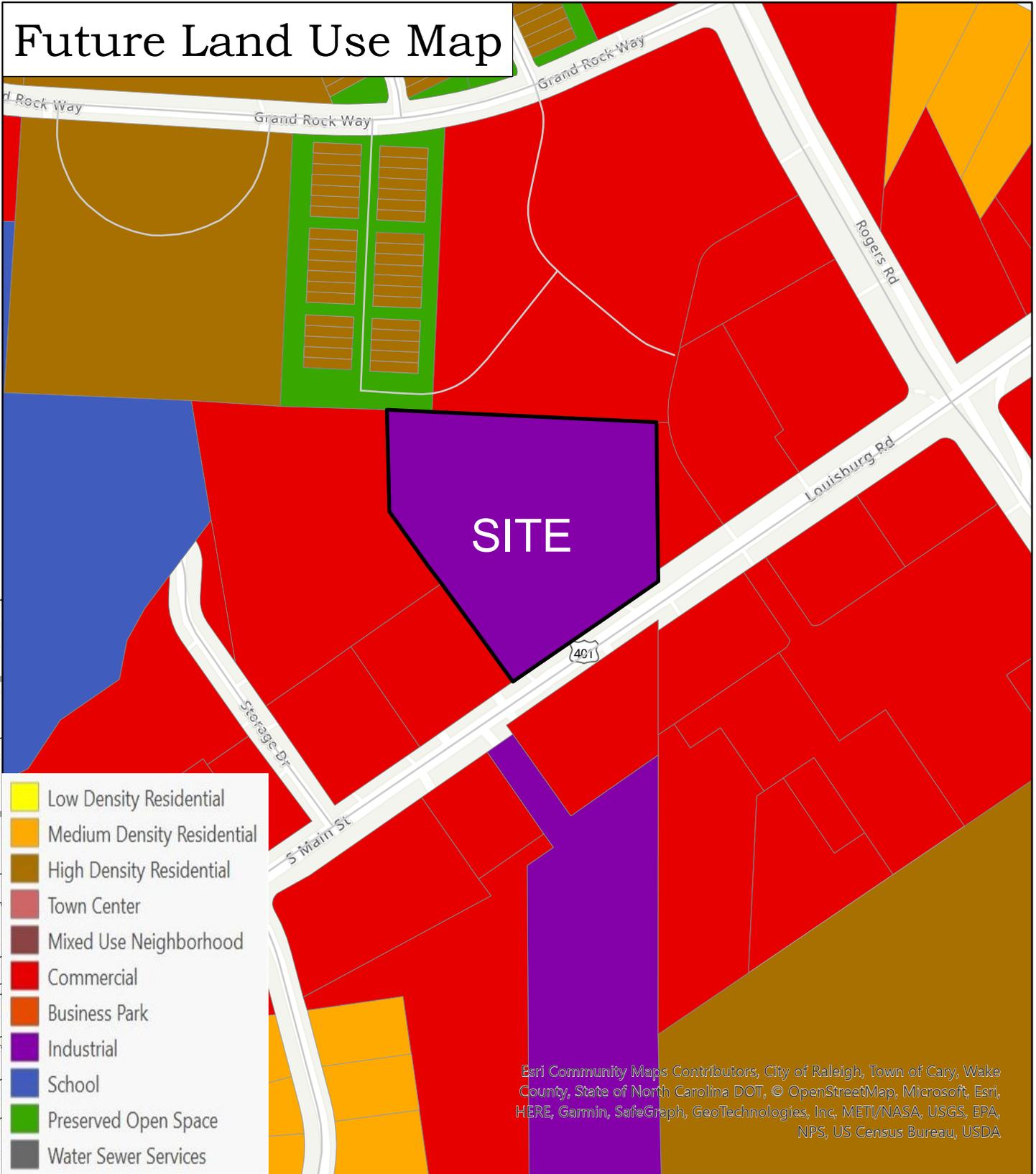
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# Future Land Use Map

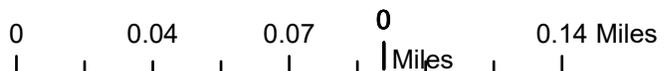
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- Low Density Residential
- Medium Density Residential
- High Density Residential
- Town Center
- Mixed Use Neighborhood
- Commercial
- Business Park
- Industrial
- School
- Preserved Open Space
- Water Sewer Services

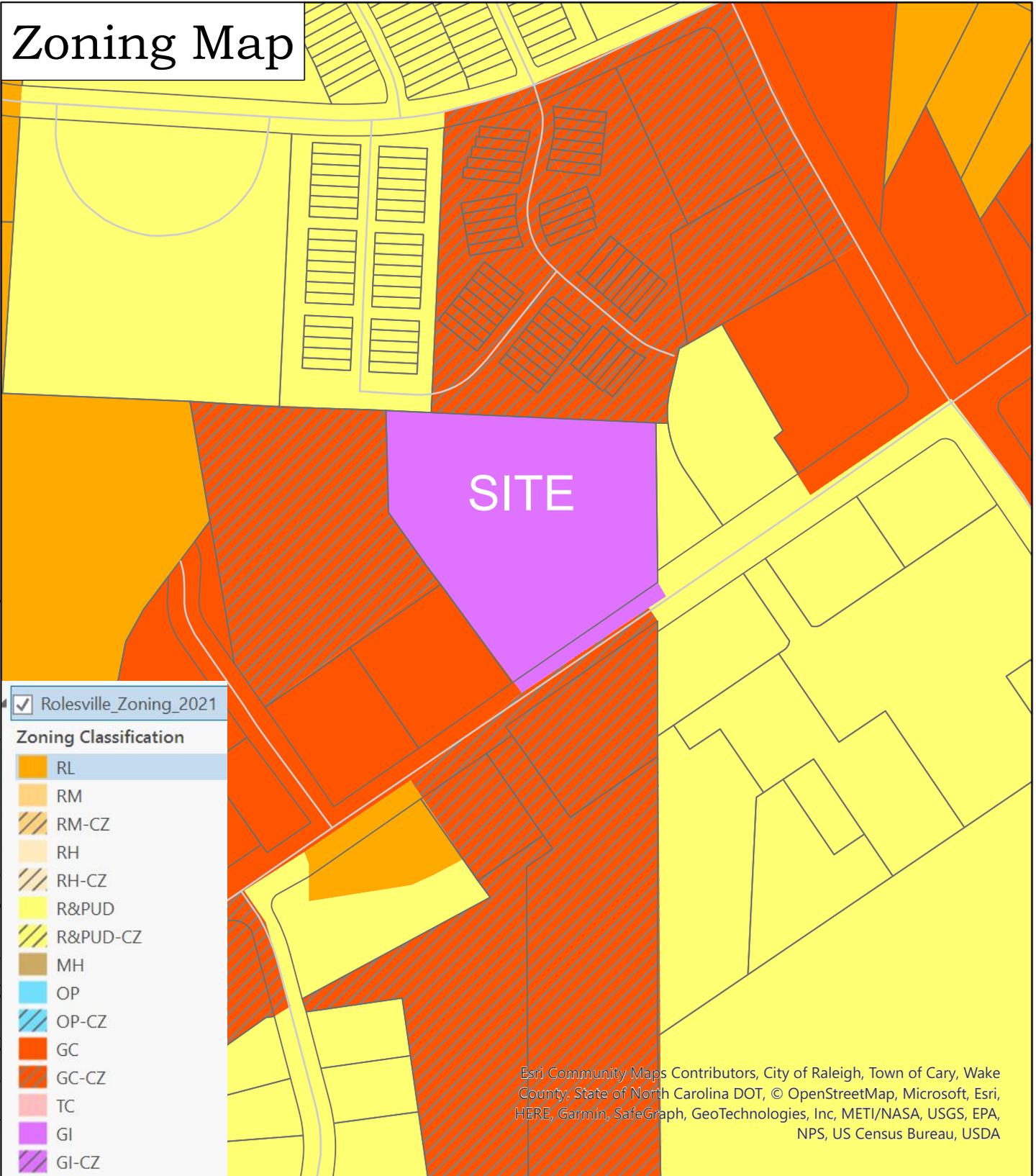
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# Zoning Map

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Rolesville\_Zoning\_2021

**Zoning Classification**

- RL
- RM
- RM-CZ
- RH
- RH-CZ
- R&PUD
- R&PUD-CZ
- MH
- OP
- OP-CZ
- GC
- GC-CZ
- TC
- GI
- GI-CZ

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