

E. Wrightsville Avenue

Frontage standards shall be applied along the designated portions of Wrightsville Avenue Street as shown in Figure 18-408.9: Street-specific frontage requirements—Wrightsville Avenue.

Figure 18-408.9: Street-specific frontage requirements - Wrightsville Avenue



1. Site design

For new nonresidential and multiple-dwelling developments within the designated portions of Wrightsville Avenue, the following site design standards shall apply.

a. Buildings

- i. For lots up to 20,000 square feet, the total building footprint shall not exceed 3,200 square feet or 50 percent of the lot area, whichever is less.
- ii. For lots exceeding 20,000 square feet, the total building footprint shall not exceed 50 percent of the total lot area. If there are multiple buildings on a lot, no individual building on the lot shall exceed a footprint of 3,200 square feet.
- iii. If the provisions for shared driveways of this subsection can be met, the maximum building footprint may be increased by 10 percent.
- iv. For lots greater than three acres in area, commercial zoning with a mixed-use option should be considered.

b. New lots

For lots created by subdivision, recombination, or other method recorded with the New Hanover County Register of Deeds after the effective date of this ordinance, the maximum lot width shall be 100 feet.

c. Driveways and access

- i. No more than one driveway per lot shall be permitted.

- ii. On corner or double frontage lots, driveway access to Wrightsville Avenue shall be prohibited, except where at least one of the following applies:

1. Where such vehicular access would be forced to cross a multiuse path or identified bikeway; or
2. Where the lot is located at a signalized intersection of Wrightsville Avenue with a US or North Carolina numbered highway, and where the primary frontage for the lot is located on that numbered highway.

d. Shared driveways

When a shared driveway is utilized by two or more lots in lieu of individual driveways, building footprints may be increased on lots sharing the driveway.

- i. The shared driveway shall be the sole access to the lots and other existing driveways along Wrightsville Avenue shall be closed.
- ii. Shared access between adjacent lots shall require an easement between lots.
- iii. Parking shall not be permitted along shared driveways between Wrightsville Avenue and the rear edge of the easement granting access to adjacent lots.

e. Adaptive reuse

When a building:

- i. Is existing at the time of the adoption of this ordinance; and
- ii. Was originally constructed for single-dwelling detached or duplex residential purposes; and

- iii. Is proposed for adaptive reuse; and
- iv. Maintains the existing building footprint (no expansion of the building footprint) and vehicular access is limited only to the Wrightsville Avenue frontage, the following shall apply:
 - 1. The restriction on the location of parking to the side or rear of the building may be waived if there is existing, delineated parking on an improved surface between the building and the street. In this case, the number of parking spaces located in front of the building shall not be increased.
 - 2. If the existing building placement on the site, along with any minimum required transitional buffer, does not leave at least 20 feet of width for vehicular access to the side of the site, parking may be placed between the front of the building and Wrightsville Avenue. Such parking shall not exceed the maximum parking ratio.
- f. Setbacks
 - i. All new nonresidential or multiple-dwelling buildings along Wrightsville Avenue shall be set back a minimum of 20 feet from the Wrightsville Avenue street right-of-way.
 - ii. In instances where adjoining properties have a setback less than the specified 20 feet, new nonresidential construction may be aligned to within five feet of the average setback of existing buildings along the block face in which the building is located.
- g. Parking

Parking for all new nonresidential and multiple dwelling uses shall be located to the side interior or rear setback areas of the site.

 - h. Site lighting

Site lighting shall be restricted to the following height limits.

 - i. Unrestricted lighting: 10 feet.
 - ii. 90-degree cutoff lighting: 15 feet.
 - i. Signage
 - i. Pole signs shall be prohibited.
 - ii. Monument signs shall be limited to six feet in height.
 - iii. Internally-illuminated, flashing, animated, and changeable copy signs shall be prohibited.
 - iv. Existing signage shall be subject to amortization within eight years of adoption of this ordinance.
- 2. Building design
 - a. Detached single-dwelling and duplex dwelling units shall be exempt from the building design standard.
 - b. Facade orientation

Building orientation shall follow the predominant orientation of buildings along the block face.
 - c. Streetscape architectural components
 - i. Door and window openings consistent with those found in the adjacent streetscape shall be required.
 - ii. Blank facades shall not be permitted on the Wrightsville Avenue frontage of a building.