This Plan was Prepared For:
THE TOWN OF BELVILLE, NORTH CAROLINA

Mayor and Town Council
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Charles M. Thurlow, Commissioner
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General R. Ennis, Commissioner

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PROJECT TEAM
urbanSMARTgrowth

Five Points Development

LS3P ASSOCIATES LTD.

McKim & Creed

Ramey Kemp & Associates
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Located in Brunswick County, just across the Cape Fear and Brunswick Rivers, Belville lies in the Northeast quadrant of the county, just 3.5 miles from Wilmington. This region of North Carolina has boasted the highest growth in the past decade and Brunswick County is currently ranked 14th fastest growing county in the country.

Strategically located on the banks of the Brunswick River and at the intersection of U.S. 74-76, N.C. Highway 133 and U.S. 17, Belville has traditionally been the crossroads and water crossing for local travelers and commerce from the historic plantations along River Road. As Wilmington grew the south and western parts of the state were built and eventually merged together at Belville.

Incorporated in 1977, downtown Belville became a gateway to the Port City. With its primary Businesses along Main Street (Highway 74/76) being gas stations, a diner, motels and service businesses, Belville was a haven to highway travelers.

Later, the highway was relocated in order to build a new bridge, and the highway expanded to four lanes to accommodate more traffic from these major travel corridors and from the fast growing communities in the area. As the new growth concentrated around the highway and traffic no longer passed down Main Street these highway businesses slowly died away. Eventually, all but one business closed and the remaining motels became a home to transients, drugs and prostitution, as the commerce declined and the town receded into its blighted condition there was no longer enough revenue to support the municipal properties and services once owned by the Town. Belville’s once thriving community lost its own waste-water treatment plant, its waterfront park and its prime Downtown waterfront on the harbor.

At the same time Belville lost its own resources and assets it was almost completely surrounded and engulfed by the Town of Leland. The Town clung to its autonomy. With its Town Hall being condemned because of its derelict condition, and the prime waterfront property being occupied by the State D.O.T facility; Belville’s future seemed uncertain at best.

With the current land uses in Belville being mostly low-density residential except for the CBD and the town limits being only 1100 acres total, there has been very little opportunity to create new commerce or tax revenue to support the revitalization of Belville.

Recognizing this dilemma, the Town set out in 2006 to create a vision plan that would explore the opportunities that Belville had to reverse its course and reclaim its civic pride. Together, the citizens of Belville worked through a visionary process to identify its significant resources and set goals for a new future. Many of these goals were focused on “Downtown”, some of which reference page 12:
Urban Smart Growth was formed four years ago to redevelop historic and other under utilized real property across the nation. In that period it has in association with its Los Angeles affiliated entities acquired, optioned and commenced development of over 2.5 million square feet of historic structures in 6 states, commenced and completed much of the construction on 1 million feet in three projects, and entitled and designed much of the balance. In addition it has undertaken the redevelopment of the Belville North Carolina central business district, an 80 acre river front community across from Wilmington, blighted by the loss of its economic base and past lack of political leadership and a coherent vision. This vision book is an early step to the Belville Renaissance.

The leaders and principals of Urban Smart Growth have decades of development experience. Lance Robbins, its manager, has led the rehabilitation of over 6,000 inner city apartment buildings in Los Angeles over a 25 year period, including being the leader in earthquake reinforcement and repair of masonry apartment buildings, the rejuvenation of inner city, distressed and crime ridden buildings during the dark 90’s in Hollywood, Koreatown and other areas of Los Angeles. Ken Munkacy is about to join the firm from his position as chief operating officer of New Boston Fund, a real estate development fund with assets in the hundreds of millions of dollars. Ken has undertaken development in Central Europe for General Electric, in Asia for Starwood, and other similar position requiring creative outside the box solutions.

Most exemplary of the USG vision is Hope Artiste Village, a 650,000 square foot former world class weaving mill complex in Pawtucket Rhode Island that was built in 1890. The complex is two miles north of downtown Providence, Brown University, Rhode Island School of Design and the state capitol fronting on Interstate 95. USG rescued this mill from imminent demolition and revived it as a village, consisting of artisan manufacturing and service users (bakery, coffee roaster, tai chi, tattoo parlour, historic window manufacturer), restaurant music and art venue, executive offices, retail, historic duck pin bowling alley, music studios, cafe, theater/catering venue, live work apartments and next year, 135 loft style condominiums. In one year since opening the project has exceeded expectations socially and economically and rentals are brisk. The project has been a huge boost to both the neighborhood and the broader community. For further examples see urbansmartgrowth.net.

### 2.1 WHO WE ARE: DEVELOPMENT TEAM

**Five Points Development** - Is a local North Carolina developer specializing in infill development including single family, multi-family, light commercial. Current projects include waterfront mixed use in Wilmington, Southport, and Morehead City.

**LS3P Associates LTD.** - is a multidisciplinary firm offering Architectural, Interior Architecture and Planning services to Clients throughout the Southeast. With an office in Wilmington since 1922, the firm specializes in providing planning and urban design services. The size and scale of our projects range from detailed designs for small city parks to master plans for large downtown revitalization projects and planned communities encompassing more than 3,000 acres.

**McKim & Creed** - offers a full range of engineering, surveying and planning services. Since its founding in 1978, McKim & Creed has become an award-winning infrastructure specialist with over 500 employees and offices throughout the Southeast. Core competencies include water and wastewater planning and design, site/civil engineering, structural engineering, and surveying specialties ranging from electronic data collection to hydrographic surveying to subsurface utility engineering."

**Ramey Kemp & Associates, Inc. (RKA)** is a full-service transportation engineering firm that was incorporated in NC in 1992. In addition to performing traffic impact analysis studies, we provide numerous other transportation engineering services to a range of public and private sector clients. These services include traffic data collection, air quality permitting, environmental studies, noise studies, roadway design, traffic control, pavement marking plans, and traffic signal design.
GREETINGS FROM BELVILLE: Other projects in the works by Urban Smart Growth

Here are a few projects in the developer’s portfolio.

Main Mercantile building, Los Angeles, Calif.: At 100,000 square feet, this is the only project the 3 year-old company has completed so far. It has turned the structure, built 100 years ago, into a mixed-use development with residences upstairs and commercial space on the ground floor.

Hope Webbing building, Pawtucket, R.I.: The project is the company’s biggest so far, at 600,000 square feet, or nearly 14 acres. The developer’s vision is to make the century-old mill, once the largest of its type, into a village ‘where local residents, artisan workers, craftsmen, and the like can share, live, work and play in a creative environment.’ Besides residential and commercial uses, the site would include light industry and should be completed within the next three years. So far, about 200,000 feet of it has been finished. The company plans to redevelop another million square feet in the same city.

B and T Metal Factory, Columbus, Ohio: The company calls the factory ‘the first black-owned manufacturing business in the U.S.’ It has been vacant for 20 years, and the developer wants to convert 80,000 square feet of it into 65 lofts for rent and 20,000 feet of it into space for non-profit artistic uses.

Bloomfield Junior High School building, Bloomfield, N.J.: The company says this 145,000 square-foot property is ‘in a prime location, as the town of Bloomfield is a buffer between Newark and the high-end town of Montclair to its immediate north.’ It was empty for 14 years before the developer purchased it, and now it’s set to be turned into 116 lofts, with recreational amenities and a shuttle available for transport to a train station.
Urban Smart Growth together with Five Points Development has worked diligently over the last twelve months to help facilitate the redevelopment of Belville’s “Downtown” or CBD area. We have now reached a point of “critical mass” and will be working even harder to secure Belville’s future in the coming months. In order to do this we will need the full support of the Town, its leaders and its staff.

I. Major Accomplishments:

A. Property Acquisition
- Current investment in “closed properties” $3,500,000 +
- DOT Exchange Purchase closing Oct. 30 $5,300,000
- DOTReplacement Facility Costs $3,000,000 +
- Properties under contract scheduled to be closed by March 08’ $1,500,000

B. Due Diligence
- Environmental Assessment of All Properties
- Environmental remediation plan
- Wetlands Study and Mapping
- Infiltration Testing
- Soils Testing – Structural
- Chloride Studies
- Boundary and Topographical Surveying
- CAMA and NCDENR Assessments
- Hydrographic Surveying and Mapping
- Corps of Engineers Assessment – Dredging and disposal
- Legal Counsel
- Financial Analysis and Modeling

C. Public Process
- Participated in Town Meetings and reviewed VTA suggestions
- Participated in Planning Charrette and reviewed Lawrence Group Suggestions
- Worked with administrative staff to facilitate process.
- Met with Town of Belville Commissioners and Planning Board
- Met with Brunswick County Commissioners
- Met with Brunswick County Manager and Finance Director.

D. Political Support
- Highway Commissioner Lanny Wilson
- Secretary of Transportation Lyndo Tippett
- Senator RC Soles

E. Conceptual Planning
- Preliminary Design Study
- Conceptual Site Design

F. Exchange Agreements with the State
- Political Support
- Identification of Exchange Property
- DOT acceptance of exchange property
- Letter of Intent with State Dept. of Admin.
- Start of exchange valuation process

G. Project Design (Master Plan)
- Land Use Plan – density zones within Master Plan
- Small Area Plans – intensity of development within density zones
- Traffic Plan – street layout and traffic flow showing ingress and egress
- Capital Improvement Plan – infrastructure and public projects
- Conceptual Site Plan – showing possible building layout and design
- Architectural Guidelines – examples of Design Elements and requirements

H. Master Development Plan
- Design Standards
- Parking Requirements
- Height and Setback Regulations
- Street Design

2.2 WHAT WE HAVE DONE TO DATE
II. Major Objectives:

A. Development Agreement
   - Responsibilities and Requirements of Developer
   - Responsibilities and Requirements of Town
   - “Vested” Development rights to Master Developer
   - Statutory requirements by state and LGC
   - Town ordinance allowing development agreement

B. Tax Increment Financing
   - Development Financing District
   - Redevelopment Commission
   - Market Analysis and Economic Impact Study
   - Inter-local Agreement with Brunswick County
   - Development Financing Plan
   - Approval by LGC

III. Project Needs

A. Continued Political Support

B. Continued Municipal Support

C. Public Support
The old downtown area is comprised of a once thriving remnants of highway commercial district that likely peaked in the days before the new US 74/76/17 concourse was constructed into Downtown Wilmington in the 1970’s. The decline in the past ten years has been a constant source of embarrassment for residents in the area with its highly visual blight compounded with an element crime.

Shortly before the beginning of the planning process a police raid netted the owner of several key properties where drugs and prostitution were rampant. Since then, the Town of Belville entered into a contract with Brunswick County’s ACE program to clean up the blighted properties in this area. Demolition began on these properties on the 3rd day of the charrette and was completed in May, 2007.

The most successful business in this area are The Scotchman convenience store and gas station and the ABC store (a strong source of revenue for the community). The remainder of the area is comprised of a few homes, a small church, a sewer lift station, and the NC DOT Bridge Maintenance Division office. The infrastructure in this area is quite aged and in need of great repair. The existing sewer lift station only serves the downtown area and is therefore very inefficient in its operations with very few users. The Town has been made aware that the NC DOT facility could relocate if they found another suitable location along the river. The total area east of NC 133 is approximately 50 acres exclusive of the marshy wetlands along the riverfront.

In many respects, this area represents the best opportunity for all of northern Brunswick County to take advantage of the views across the Brunswick and Cape Fear Rivers. Clearly, its physical location as the highly visible first exit from downtown historic, downtown Wilmington positions this area for a unique environment and a gateway to Brunswick County.

Recently, several key properties at the center of the areas hosting drugs and prostitution have been demolished and removed. Through their cooperation with police, the County and the Town of Belville, Urban Smart Growth and Five Points Development have taken a lead role in helping clean up blighted properties in this crime ridden area.
With only one or two active businesses in the CBD, commercial activity is all but non-existent and with only three residents, the residential presence is almost none. The NCDOT Bridge Maintenance Facility occupies the single largest and most important property with its deep-water/waterfront connection. The existing infrastructure is aged and in need of replacement to support future development.

The Town has lost all of its parks, its waterfront, and waste-water treatment plant because they could not support these municipal amenities and services.

Now as Wilmington and the surrounding region grows and New Hanover County continues to run out of developable land, that growth has shifted to NE Brunswick County. As Leland continues to benefit most from this population shift, Belville continues to be left by the wayside. In fact, when asked, many residents in the area admit that they do not know where Belville is or that there is a “Downtown”.

Although it is a constant source of embarrassment, the blighted condition of the Downtown may be a blessing in disguise. Together with its natural resources, close proximity to Downtown Wilmington, and high visibility, the blighted condition provides a “clean slate” for new development (redevelopment).
In 1941 the United States entered World War II, the government announced that it would build ships in Wilmington NC due to Newport News Shipbuilding decline to mass produce a certain ship. This movement created a subsidiary company called the North Carolina Shipbuilding Company. The shipyard in Wilmington, along with eight others where to produce 260 ships. Wilmington’s population grew during the war as people arrived to work for the NC Shipbuilding Co.

Later in 1941, President Franklin D. Roosevelt delivered a speech at the launching of the SS Patrick Henry. The speech referred to Patrick Henry’s speech of March 23 1775, that ended with the phrase, “give me Liberty or give me death.” President FDR told the country that these ships would bring liberty to Europe. The ships where referred to as “Liberty Ships.” These cargo ships measured 441 feet long and 56 feet wide.

On December 6, 1941 the Zebulon B. Vance, named after NC’s governor from 1877 to 1879, became the first Liberty Ship launched from Wilmington.
4.1 WHY ARE WE STILL CROSSING THE RIVER TO GET WHAT WE WANT / NEED?

The consulting team used a four-day public planning and design workshop called a “charrette” to guide the Belville Town Master Plan process. This effort began with a public kickoff meeting on the evening of February 6, 2007 consisting of an opening presentation and an interactive workshop with area residents and stakeholders.

Following the kickoff meeting, the consulting team facilitated the public design charrette from February 19-22, 2007 in Belville’s Town Hall Annex. A temporary design studio was set up complete with design tables, meeting areas, computer equipment, and a presentation area.

Dozens of citizens, business and property owners, agency representatives and public officials attended this comprehensive planning workshop during the four-day period. The consultant team held formal meetings with specific stakeholders to discuss various topics related to the area’s future including; transportation, environmental infrastructure, schools, recreation, land development, utilities, economic development, and development codes. At the same time, the team’s designers and transportation planners worked on concepts for the community in the open design studio and met informally with dozens of citizens who dropped in to observe and comment on the charrette progress.

The charrette concluded with a full digital presentation of the plan’s recommendations. The vision for the area, which will be used to guide Belville’s future growth, reflects the consensus gained by the area’s interested residents and stakeholders, elected officials, staff, advisory committee members and the consultant team during the course of the charrette.

Now, as we enter a new age, Belville has the opportunity to breathe in new life. According to the experts, the key to creating a vibrant community is to have an active Downtown. Many Downtowns are heavily weighted with businesses that are only active during standard business hours, five days a week. Therefore, to establish a vibrant downtown, in addition to providing employment, housing must be part of the equation to attract residents who can live, work, shop, and recreate in the Downtown.
CONTINUED FROM PAGE 12 (VTA VISION 2010)

Downtown
- Redevelop Downtown
- Provide goods and services downtown
- Keep Downtown as a district neighborhood
- Develop Downtown as Mixed Use
- Build a community center
- Create a Riverwalk with shops, restaurants and park
- Provide separate “fun” shops at riverfront i.e. ice cream shop
- Remove the DOT buildings from waterfront property
- Get rid of current Downtown buildings and gas station
- Create a “Harbor Town” with local stores, restaurants, condos (maybe above retail), and docks to bring boats in.

Aesthetics
- Plant shrubs and trees bordering shops and sidewalks
- Lots of benches, trees

Transportation
- Expand 133 to 3.4 lanes
- Add sidewalks and bike ways
- Improve infrastructure, roads
- Build off-street parking in new Downtown
- Control traffic/traffic lights on Blackwell/133
- Improve access
- Water Taxi to Wilmington

Civic
- Build new Town Hall
- Community Center
- Schools / Activity centers

Public Services
- Garbage pickup
- Police
- Clean-up streets
- Water / Sewer infrastructure
- Recycling
- Keep low tax rate

Parks and Open Space
- Keep park by school
- Preserve trees and open space
- Mini playgrounds
- Dog park

Environmental
- Protect wetlands
- Plan for storm water run off
- Keep sound Environmental principles

This is a tall order. Recognizing the challenges ahead, the Town engaged professional planners to help examine these goals and make a plan to achieve them. This process was called a charrette and the result is the Vision 2020 Plan.

This Town Plan represents a guide, not a plan set in stone for the future development and perhaps more importantly, the re-development of portions of the Belville Community. This plan envisions a Riverfront Village, a total re-construction, a true urban riverfront village with boardwalk, new Town Hall, Public green occupied by mixed-use buildings that create a lively town center.

We hope to help Belville realize its dream, to restore pride to a community, to create a new identity that reflects community values, to maintain autonomy for the citizens of Belville, to create a sense of place and realize Belville as a community destination and regional waterfront connection.
The Vision 2020 Plan recommends that the Town focus on priorities that would result in diversification at its tax base to provide a balanced ratio between residential needs and commercial services to create a sustainable local economy. These include:

Recreate a town center, tied to the waterfront, to provide the community a safe and pleasant area for commerce and community interaction, as well as a destination for tourists.

Develop economic development strategies to balance tax base between commercial and residential land uses.

Diversify the housing stock, to include town houses, condominiums and multi-family, to provide a variety of styles and price ranges for the target market segments.

And as more specifically designated in the downtown area:

- This area should be a mixed development focused around a public waterfront park.
- Retail: lifestyle/mixed use format; destination and entertainment oriented such as restaurants, theaters, bookstores, etc.
- Office: Class A office above retail, 3-4 stories to serve growing service related employment such as professional offices for real estate, insurance, financial, legal and other services.
- Residential: High density housing including condominiums and town houses.

To be realized through the following recommendations:
Redevelop the old downtown area and waterfront as a mixed-use, pedestrian-friendly, waterfront village. Using precedents from Nantucket to Savannah, the conceptual plan suggests a vibrant village with multi-story residential buildings taking advantage of the views, along the waterfront as a boardwalk, ground level-retail, waterfront restaurants, a full service hotel and offices.

Permit multi-story, mixed use buildings. To offset the land acquisition and redevelopment costs, there will need to be sufficient density on the site. This will likely equate to mid-rising buildings with 4-6 stories. Above this height moves the building construction into the high rise code.

The Town must be firm in its commitment to encouraging significant reinvestment in a comprehensive manner. Piecemeal redevelopment will challenge the long term potential of this area because of the existing highly fragmented lot pattern. Only through consolidation can any significant redevelopment occur. The Town should seek out a Master Developer to partner with in acquiring the property and establishing the final master plan.

Preserve the waterfront for the public. Far too often, the waterfront has been consumed and privatized for the benefit of the few who can afford it. What makes places like Charleston, SC and downtown Wilmington wonderful is that they are open to all. While it would be expected that there would be private development overlooking this area, there should be a continuous boardwalk or promenade along the entire frontage of the river. The conceptual plan suggests a condition similar to Water Street in downtown Wilmington where a cobblestone street transitions from the uphill development to a public boardwalk. Restaurants line the boardwalk and provide outdoor seating, perhaps on two stories. Piers extend from the boardwalk. If permitted by CAMA and the Army Corps of Engineers, and if the water depth is sufficient, these piers may also be combined with a public marina.

Consider using Project Development Financing under G.S. 159-101 to finance the public amenities of the redevelopment. Given the scope and complexity of land assemblage and redevelopment, there will likely be a number of financing sources and grant opportunities available to assist in the project. The most significant of these will likely be the use of Project Development Financing. Often referred to as Tax Increment Financing (TIF), this tool established a debt financed instrument for the construction of certain public facilities such as roads, parking decks, parks, and public buildings that are paid for using the future tax revenues from the increase in overall property values.

Reserve a location for a future Belville Town Hall / Library / Community Center. The new Town Hall should be placed in a visually prominent location in the riverfront village area, preferable fronting on a town green. Because the town services alone would not necessitate a sizable building, consideration should be given to combining other civic functions such as a community center, and arts and cultural spaces within the facility.

Provide a Town Green. The Town of Belville needs a public space in order to program regular community-wide functions. Because of the Town’s size, this space need not be large. In fact, the optimum size is between 1/2 and 3/4 acres. It should be formally planted with canopy along it perimeter, but should otherwise be left as an open lawn to maximize flexibility in use.

Establish urban design standards. The Town should amend the zoning ordinance to incorporate specific form – based standards to regulate the riverfront village’s redevelopment. These standards should include specific design criteria for the portions of the buildings that affect the public realm with specific emphasis on every building’s street-level.
4.5 INTRODUCTION

Based on the Local Government Commission’s research of more than 150 “smart growth” zoning codes from across the nation and the application of smart growth principals, this zoning overlay will help encourage the construction of a walkable, mixed use neighborhood and the revitalization of “Downtown Belville”.

Smart growth recognizes connections between development and quality of life. It leverages new growth to improve the community. The features that distinguish smart growth in a community vary from place to place. In general, smart growth invests time, attention, and resources in restoring community and vitality to center cities and older suburbs. New smart growth is more town-centered, is transit and pedestrian oriented, and has a greater mix of housing, commercial and retail uses. It also preserves open space and offers many other environmental amenities.

Principles of Smart Growth

Create Range of Housing Opportunities and Choices

Providing quality housing for people of all income levels is an integral component in any smart growth strategy.

Create Walkable Neighborhoods

Walkable communities are desirable places to live, work, learn, worship and play, and therefore a key component of smart growth.

Encourage Community and Stakeholder Collaboration

Growth can create great places to live, work and play - if it responds to a community’s own sense of how and where it wants to grow.

Foster Distinctive, Attractive Communities with a Strong Sense of Place

Smart growth encourages communities to craft a vision and set standards for development and construction which respond to community values of architectural beauty and distinctiveness, as well as expanded choices in housing and transportation.

Make Development Decisions Predictable, Fair and Cost Effective

For a community to be successful in implementing smart growth, it must be embraced by the private sector.

Mix Land Uses

Smart growth supports the integration of mixed land uses into communities as a critical component of achieving better places to live.

Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas

Open space preservation supports smart growth goals by bolstering local economies, preserving critical environmental areas, improving our communities quality of life, and guiding new growth into existing communities.

Provide a Variety of Transportation Choices

Providing people with more choices in housing, shopping, communities, and transportation is a key aim of smart growth.

Strengthen and Direct Development Towards Existing Communities

Smart growth directs development towards existing communities already served by infrastructure, seeking to utilize the resources that existing neighborhoods offer, and conserve open space and irreplaceable natural resources on the urban fringe.

Take Advantage of Compact Building Design

Smart growth provides a means for communities to incorporate more compact building design as an alternative to conventional, land consumptive development.
Benefits of Smart Growth

Community Quality of Life

Smart growth offers a framework to build community and help create and preserve a sense of place. It does this through housing and transportation choices, urban green spaces, recreational and cultural attractions, and policies and incentives that promote mixed-use neighborhoods.

Design

Smart growth creates communities that offer health, social, economic, and environmental benefits for all. It achieves this by promoting resource-efficient building and community designs, green building practices, low-impact development, and mixed-use and walkable neighborhoods.

Economics

Smart growth encourages community-based small business investment and development, adds to the variety of local employment opportunities, and helps attract new businesses and industries. More efficient government services are key to this, as are public and private investments that focus on quality of life improvements.

Environment

Many of our current environmental challenges — air and water pollution, global warming, habitat fragmentation and conversion — are due in part to the way we have built our neighborhoods, communities, and metropolitan areas during the past half-century.

Health

Smart growth reduces health threats from air and water pollution and indoor air contaminants through resource-efficient building design and offering transportation options such as mass transit, bike lanes, and pedestrian walkways. These engage residents and workers in a more active, healthy lifestyle.

Housing

Smart growth promotes housing options for diverse lifestyles and socio-economic levels. It does this through mixed-use, affordable housing and compact development that revitalizes neighborhoods and provides an alternative to automobile-dependent communities.

Transportation

Smart growth protects public health and environmental quality, conserves energy, and improves the quality of life in communities by promoting new transportation choices and transit-oriented development.
**Urban Smart Growth**, as Master Developer will devote its resources in partnership with the Town to consolidate the “Downtown” area and provide a comprehensive plan using Traditional Design and Architectural Elements from historic waterfront towns (i.e. Charleston, Savannah, and Nantucket) combined with Smart Growth Concepts, our plan suggests a vibrant riverfront village with the following New Urban Design elements:

**Transportation**

Provides a **Four Lane Section** of Hwy. 133 and dedicated turning lanes to help ease the traffic demands at this major interchange. This section of Hwy. 133 from the interchange to the intersection at Old River Road will include landscape medians, multi-use walking path and landscape buffer as allowed by NCDOT.

Provides for the **relocation** of Blackwell Rd. and a central Main Street location the required 1000’ from the interchange in order to provide a traffic signal.

Provides **multiple access points** to Hwy. 133 with controlled access at each one, allowing for a better flow of traffic.

Provides **“Grid” pattern** streets for convenience and function as well as traditional form. The street design allows for on-street parking and wide view corridors.

Provides for a **multi-modal transportation** station and Park and Ride lot for commuter transportation services.

Provides for **alternative transportation** sources including water taxi, a trolley and multi-use recreational path for bicycle traffic.

Provides **Cross Block Passages** for good pedestrian circulation and connectivity to pedestrian ways, public spaces and multi-use recreational paths.
5.1 HOW WE ADDRESS DESIRES, NEEDS AND CONCERNS (continued)

Design Elements

Multi-Story Residential and Mixed Use buildings utilizing “intimate” storefronts and street level design elements. The architectural “flavor” of the building designs is reminiscent of other historic riverfront towns.

Mixed Use buildings are designed to screen required parking through courtyard design and alley access.

Other parking facilities are required to be placed behind buildings or be screened from the street by landscaping and/or hardscaping.

Mandatory retail frontages articulate the required storefronts and commerce streets that will establish a true Main Street and Downtown and prevent a glorified condominium development with only a few shops that would qualify it as mixed use.

Wide streets, right of ways and pedestrian corridors promote interactivity and connection to pedestrian and public spaces. These elements provide wide view corridors and space around buildings for outdoor dining, seating, landscape and hardscape as well as on-street parking.

View corridors are directed to the waterfront and connected by design in the Terminated Vistas. This connection is maintained throughout the Downtown area and allow for water views which are enhanced by the Terminated Vistas and public open spaces instead of blocked off by residential buildings trying to realize maximum value through placement directly on the waterfront.

Staggered building heights and restricted intensities through transect zones help to promote the waterfront views and open space views throughout the Downtown area.

Designation of coordinated streetscapes requires all of the building designs and placement to be complimentary and create a unified streetscape.

The use of Gallery Frontages along with the low density requirement create a charming retail atmosphere that is inviting to pedestrian and vehicular traffic along Hwy. 133.

The use of Arcade Frontages on buildings that face the waterfront promenade help promote shaded / covered walkways and spaces around a public open-space.

Corner elements, prominent entrances and detailed facade treatments will be featured throughout and a clear thematic treatment will tie all of the different zones together. These elements will be regulated through architectural design guidelines which are incorporated in the Zoning Overlay District.

Boardwalk on the entire riverfront providing public access and setting for restaurants and entertainment.
Density

**Transect Zones** allow for the transition of density from lower density along Hwy. 133 and the waterfront to higher density in the “core” of the Downtown area. Special density zones allow for the development of specific uses to higher density and intensity in locations “flanking” the Downtown area.

**Low Density** could be compared to the traditional riverfront restaurants and buildings in the Chandlers Wharf section of the riverwalk in downtown Wilmington.

**Medium Density** could be compared to the new development of offices and retail shops in the commercial section of Waterford.

**High Density** could be related to the traditional mixed use buildings along Front Street in historic downtown Wilmington or a more modern version in Mayfaire Town Center in Wilmington.

The scale of the development in the **Special Density** zones could be compared to the new Marriott in Carolina Beach or Holiday Inn Sunspree Resort in Wrightsville Beach.

The transition from lower to higher density allows for the areas surrounding the core to provide more open space and be developed with less intensity.

Restrictions require a certain portion of density in each transect zone to be allocated to a designated use. This requirement creates a balance in the mix of uses for each zone. These uses will include ground level retail, offices and a full service hotel among others.

Other restrictions require that certain needs be met before the density can be realized such as parking, open space and height limitations (intensity).

Unused density in one transect zone may be transferred to another transect zone but is still subject to the restrictions in that zone.
INTENSITY

Smart Code design concepts suggest that the Downtown area be developed as an Urban Core. The urban core designation of a transect zone allows for maximum density and intensity of development for this defined area of a community.

We have taken the transect zone philosophy and used it to further dissect and define the redevelopment of the Downtown area. We have decreased the density and intensity suggested to maintain the “Riverfront Village” concept.

We have exceeded the suggested parking requirements for residential units and restaurant seating and have met the requirements for retail and commercial parking.

We have reduced the overall suggested height limitation of 4-6 stories for the entire Downtown area and followed standards for setback requirements which include providing ample pedestrian ways.

Zone A allows for a One Story building as viewed from the street frontage and measured from the finished floor level to the eave of the building. This way of measurement may include inhabitable space above the eave (within the roof structure i.e. attic space) or parking beneath the finished floor level of a building (i.e. basement garage).

Zone B allows for a Two to Three Story building measured by the same standards referenced above.

Zone C allows for a Four to Five Story building measured by the same standards referenced above.

Zone SD allows for up to Nine Stories in a building provided the building does not exceed its density requirements for the specified zone.

Staggered heights and intensities in the transitioning of the transect zones allows for the maximization of views from each building and each street to the waterfront and open spaces.
OPEN SPACE

Preserved Open Space includes areas of environmental concern such as marsh, river swamp and woodlands as well as stream buffers. These areas may never be disturbed by development but the areas included may be used for the calculation of overall density.

Reserved Open Space are areas that have been designated for public use and once converted to the designated Open Space use may become Preserved Open Space in the future which means the designated use would remain in perpetuity. Reserved Open Space area may be used to calculate density within a transect zone, however, any public use building within the transect zone counts against the density as well.

Provides Civic Space for Public Use:
- Park Space
- Playground Space
- Dog Park
- Town Square
- Amphitheater
- Public Docks / Marina
- Public Boardwalk
- Public Parking Facilities
- Waterfront Promenade
- “Spanish Steps”
- Water Fountain

Provides Civic Buildings / Structures for Public Use
- Town Hall / Community Center
- Transportation Center
- Water Tower / Landmark Feature
- Dock House / Marina Facilities

5.1 HOW WE ADDRESS DESIRES, NEEDS AND CONCERNS

(continued)
THE ARCHITECTURE of BELVILLE

TOWN OF BELVILLE

Renaissance
a new beginning

MASTERC PLAN

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The center of the Belville downtown development will provide an urban grid with density similar to small-scale urban areas of other coastal towns. Four and five story buildings will line the streets, with inner courtyards for parking and resident amenities. The streetscape will recall King Street, Charleston, or Front Street, Wilmington. The size of the street and sidewalks will accommodate outdoor seating, street trees, and other urban amenities. Attributes of this design include brick walls, balconies, glass storefronts along main streets, and massing that breaks up the scale from block to block.
Situated along the scenic Brunswick River, the Riverfront Promenade will offer visitors and residents access to the water and a public space for community events. The buildings in this zone will recall a classic southern riverfront village. Attributes of this architecture include sloped metal roofs, wood boardwalks, board and batten siding, as well as selected brick warehouse details. The buildings will be one, two, and two and a half story, helping to encourage a pedestrian scale. They will be spaced to allow views to the water.
The entrance to Belville’s downtown will be marked by a mixed use retail district that maintains a village scale while providing needed community services. These buildings will be developed to provide adequate parking while maintaining a pedestrian friendly scale. The architecture will include wood siding, shakes, and sloped metal roofs. Landscaping will break up the complex in small zones that encourage sitting and socializing. Upper floors above retail in this area may include offices or residential uses.
The most dense and vertical of the districts, the Highway Buffer district will provide separation between the main town and busy highways surrounding the area. These buildings will be up to 9 stories in height, with parking decks to provide mass and the parking required to service the buildings. The architecture for these structures will be predominantly brick, with stucco and glass accents. Because of the height, most roofs will be flat. Where feasible, green roofs and sustainable building techniques will be used to soften the design.
PUBLIC AMENITIES

PUBLIC PLAZA

PUBLIC BOARDWALK
THE ARCHITECTURE of BELVILLE

RETAIL OVER RESIDENTIAL

PUBLIC AMENITIES