



# CITY OF BELMONT

## PLANNING & ZONING

**Zoning Map Amendment Request: ZA-2020.06**

**Property Owner:** Daniel J Stowe Conservancy, Inc.

**Applicant:** Jim Hoffman, Daniel Stowe Botanical Garden

**Current zoning:** Institutional Campus Development (IC-D)

**Proposed zoning:** A request to establish an Institutional Campus Development conditional zoning district (IC-D/CD) on properties associated with Daniel Stowe Botanical Garden operations to allow for new entrance signage that exceeds requirements within the Land Development Code.

**Property location:** 6500 S New Hope Rd, Belmont NC

**Gaston County tax parcel identification numbers:** 193702, 193703, 193704, 193705, 193707, 193708, 193709, 193710, 200974, 204297, 220008, 221690, 221689

**Acreage:** 234.76 acres

Map 1. Location of subject property



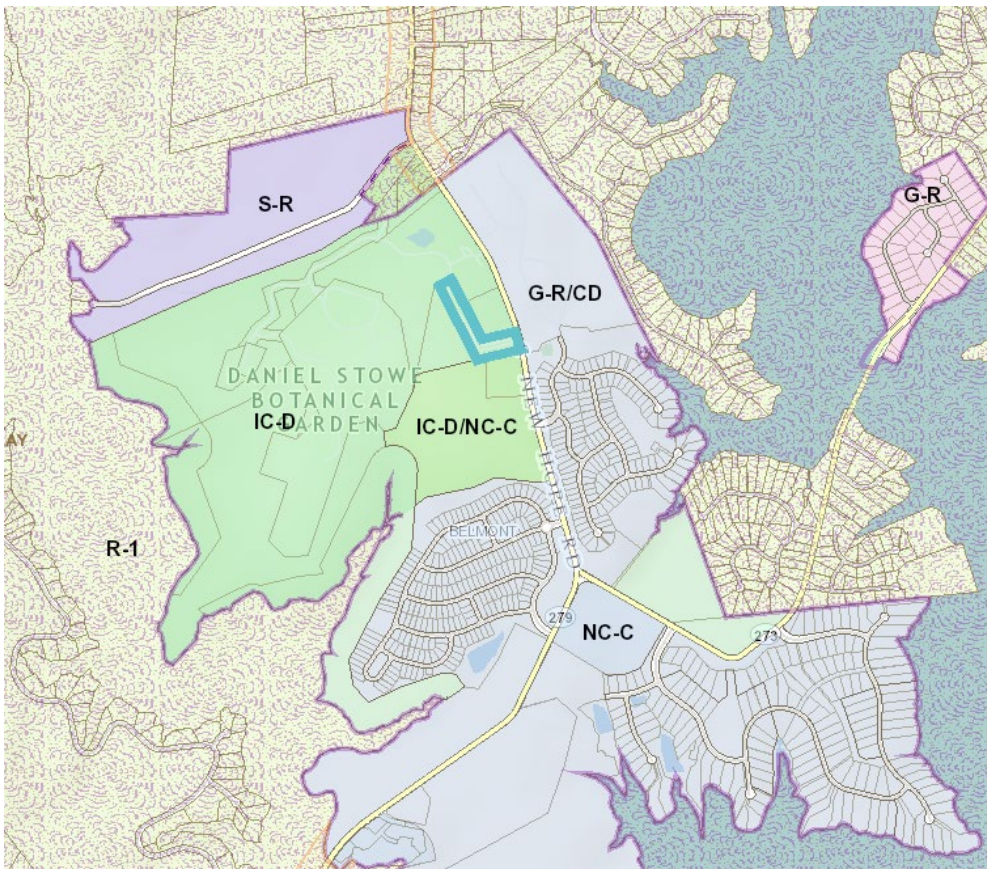
**Background:** The request is to rezone all parcels associated with garden operations; Tax Parcel IDs: 193702, 193703, 193704, 193705, 193707, 193708, 193709, 193710, 200974, 204297, 220008, 221690, 221689, for a total of 234.75 acres. The new entrance signage location is located specifically on 193710, however, the conditional zoning request is being applied to the entire DSBG area because the sign is accessory to the garden operations.

Existing non-conforming signage measuring 20’ wide and 8’ tall (160 SF) exists on the property and was in place prior to annexation into the City of Belmont. Per the applicant, these signs are now dated in appearance and are regularly missed by guests, necessitating them to quickly slow down or drive past and turn around in neighboring communities, or come through the delivery entrance, disrupting local residents.

A conditional zoning district is required to consider requests for relief to:

- sign height
- sign area
- sign quantity
- distance between signs

**Staff Analysis:** The subject property is currently developed as a botanical garden, with a large portion of the property containing tree canopy. The property is mostly surrounded by residential development with proximity to a neighborhood commercial area located to the south. The zoning classifications located adjacent to the project area are:

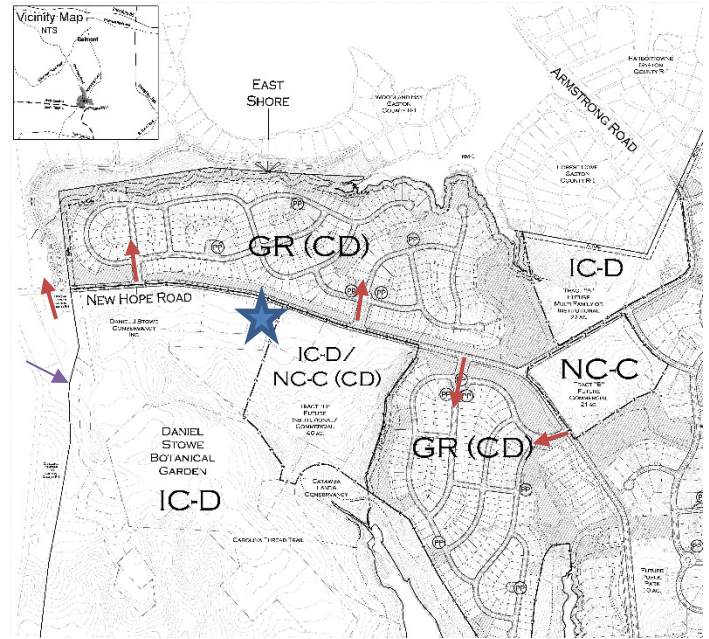


<b>North</b>
S-R (Suburban Residential)
<b>South</b>
IC-D/NC-C (Institutional Campus Development, Neighborhood Center Commercial)
G-R/CD (General Residential Conditional District)
NC-C (Neighborhood Center Commercial)
<b>East</b>
G-R/CD (General Residential Conditional District)
<b>West</b>
R-1 – Scenic View Overlay (Gaston County)



**Site Design:**

Access to Daniel Stowe Botanical Garden is located along South New Hope Road, in close proximity to existing and future residential community access points (red arrows). The main entrance is on the same side of the street as Conservancy and directly across from Overlake. Woodland Bay subdivision, located just outside of Belmont’s limits, is also near the DSBG entrance. There is a service/delivery entrance located off Worrell’s River Road (purple arrow) not intended for use by the public. No buildings on the area to be rezoned are visible from South New Hope Road, which can make it easy to drive past if unfamiliar with its exact location. The large amount of tree canopy serves as a natural backdrop to the appearance of the main entrance and all associated improvements. In addition, new landscaping and low stone retaining walls are proposed to accentuate the new signage at the entrance. **Street Views of Existing Entrance Signage:**



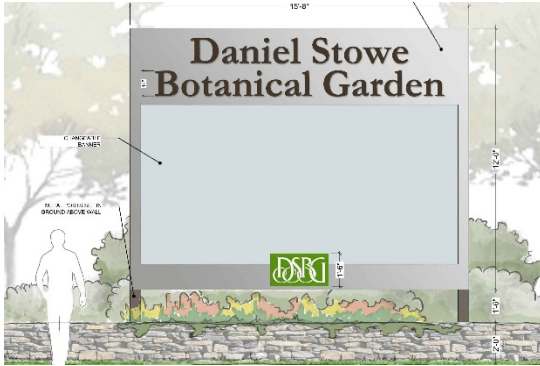
Sign regulations associated with this property are found in Chapter 10 of the LDC. The performance standards are:



Monument Signs	Requirements	Proposed	Relief Needed?
Max Height	6'	15'-6"	YES
Max Area per Sign	32 SF	188 SF	YES
Distance from ROW	5'	18'	No
Sign Quantity	1 per street frontage	2	YES
Distance between Signs	200'	Approx. 150'	YES
Internal Illumination	Yes	No external illumination	No

Staff is of the opinion that inadequate signage that is easily overlooked could lead to an increase of traffic U-turns and cut-throughs in those neighborhoods, especially during large events drawing visitors unfamiliar with the Belmont area. The geometric design of South New Hope Road also contributes to this issue in maximum speed, curvature, and lane width.

### Proposed Signage Design:



The signage being proposed is designed in a way that allows for a changeable banner highlighting the various programs offered throughout the year to be incorporated on the sign itself.

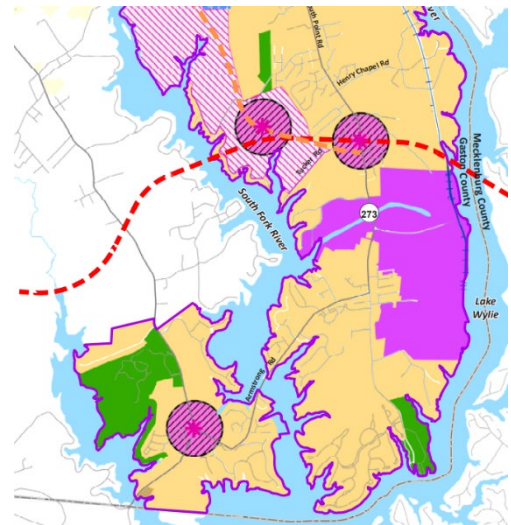
While this zone allows for signage to be internally illuminated, the proposed signage will utilize exterior ground-mounted lighting to illuminate only the face of the sign.

### Comprehensive land use plan:

In the 2018 Comprehensive Plan identifies this area as Parks and Open Space, and the project does not intend to change the current use of the property which is consistent with this vision.

Goals cited within the comprehensive land use plan include:

- Land Use
- Economy
- Mobility
- Community Character
- Parks & Recreation
- Infrastructure
- Environment
- Intergovernmental Relations



Staff is of the opinion this project is a reasonable request and consistent with the following goals:

- **Economy:** The project helps to foster a vibrant economy that balances residential growth. Daniel Stowe Botanical Gardens is a destination that attracts people, create economic opportunities for businesses, and adds diversity and interest to our community.
- **Parks and Recreation:** The project promotes the park and recreational opportunities for all citizens.
- **Environment:** The project protects the natural environment as a critical asset.

**Neighborhood meeting:** The applicant's team held a community meeting on January 13, 2021 using a virtual platform because of the COVID-19 pandemic. The meeting was started at 6:00 pm, and closed at 6:05 pm due to a lack of attendees. Applicant continued the Zoom recording until 6:47pm, noting that no attendees logged into the meeting during that time frame. The minutes from the meeting are provided in **Attachment C** of this report.

**Planning & zoning board meeting:** This item was heard by the board at its public meeting held on Thursday, January 21<sup>st</sup>. The board discussion focused on the comparison of the existing signage to the proposed signage.

At the conclusion of the discussion, the board approved a motion (6-0) to:

- Find the map amendment request reasonable and consistent with the comprehensive land use plan and other adopted plans in the areas of economy, parks and recreation, and the environment; and
- Approve the map amendment as proposed in the staff report.

### **Proposed Conditions of Approval**

1. The proposed development shall be in compliance with requirements of the land development code (LDC) and code of ordinances with the added relief of:
  - Increasing the maximum sign area allowable to 200 SF.
  - Increasing the sign height from the street to 16'-0" instead of 6'-0".
  - Allowing two one-sided monument signs instead of one.
  - Allowing signs to be installed closer than 200' apart as long as they are placed on either side of the main entrance road.
2. Landscaping densities around signage shall be maintained, however, the exact plantings may be switched out as needed by the property owner.
3. The conditional zoning designation shall be applied to all contiguous properties currently owned by Daniel J. Stowe Conservancy Inc and located within Belmont municipal limits.
4. The conditional zoning schematic plan approval includes signage at the main entrance to the Daniel Stowe Botanical Garden located on PID#193710. Any alterations currently allowable by-right within IC-D zoning will continue to be allowable on-site without the need to update the schematic plan associated with this approval. Approval is valid for a period of 24 months.

**City Council Action:** Receive report, public comment, and make a recommendation for conditional approval.

Attachment A – Application and Letter of Intent

Attachment B – Site Plans\*

Attachment C – Community Meeting Minutes

Attachment D – Statement of Consistency

\*A full set of plans is available at [www.cityofbelmont.org/dsbg-sign](http://www.cityofbelmont.org/dsbg-sign).



# CITY OF BELMONT PLANNING & ZONING

<b>Date Filed</b> 12/21 /2020	To be completed by City of Belmont <b>Application Number</b> ZA-_____.
To be completed by City of Belmont: <b>Hearing Date(s) P&amp;Z</b> / /	To be completed by City of Belmont <b>City Council</b> / /

I (we) the undersigned do hereby respectfully make application and request the Planning and Zoning Board and City Council to amend the zoning map of the City of Belmont:

In support of this application, the following facts are shown:

<b>Current Zoning (circle one)</b>	R-R	S-R	G-R	NC-R	INF-R	MH-R
	NC-C	H-C	R-C	BC-D	<b>IC-D</b>	TN-D

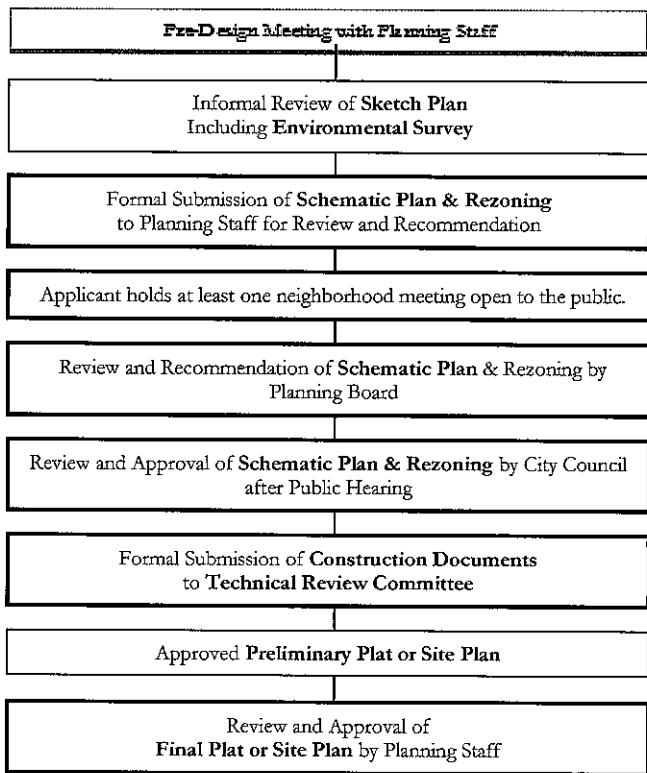
<b>Proposed Zoning (circle one)</b>	R-R	S-R	G-R	NC-R	INF-R	MH-R
	NC-C	H-C	R-C	BC-D	<b>IC-D</b>	TN-D
<b>Conditional District? (CD) <input checked="" type="checkbox"/></b>						

<b>Physical Property Address:</b> 6500 S. New Hope Rd., Belmont, NC 28012	
<b>Physical Description of Location:</b> Main entrance to Daniel Stowe Botanical Garden (STOWE BOTANICAL GARDEN TRACT J 15 111A 009 00 000)	
<b>Tax Parcel Number:</b> (PID Number) 193710, 193702, 193704, 193705, 193706, 220008, 221689, 193703, 193707, 193709, 193708, 204297, 221690, 193221, 193216, 200974	
<b>Property Owner:</b> Daniel Jonathan Stowe Conservancy Inc.	
<b>Owner's Address:</b> 6500 S. New Hope Rd.	
<b>Phone Number:</b> ( 704 ) 825 - 4490	<b>Email Address:</b> hoffman@dsbg.org
<b>Applicant Name if different than owner:</b>	<b>Applicant Phone Number if different than owner:</b>
<b>Applicant Email Address if different than owner:</b>	
<b>Applicant's address:</b> SAME	
<b>Primary Contact:</b> Jim Hoffman	

## SUBMITTAL REQUIREMENTS

- Completed Application
- Letter of Intent – Description of proposed project
- 5 copies of Concept Plan (paper and digital version must be drawn to scale by architect, landscape architect, professional surveyor, or engineer licensed in North Carolina). Additional plans will be requested for the public meetings.
- Boundary Survey (acreage, current zoning, location of existing buildings, setbacks)
- Community Meeting Form
- Adjacent Property Owner List – provide a copy of address labels for all adjacent property owners. The City will use this list for public notices for the Planning Board Meeting and the Public Hearing meeting.
- Traffic Impact Analysis, if required, refer to Chapter 16 of the LDC
- Fees associated with review

## PROCESS & SCHEDULE – See Section 15.6 of the Land Development Code



The plans will be reviewed internally by city staff. Any deficiencies or request for information will be sent to you within 30-days.

Staff will notify the applicant when the schematic plans are ready to be presented to the public at the required community meeting.


Community Meeting: the scheduling, notification, and meeting report, as described in the supplemental community meeting form, are the responsibility of the applicant. This meeting shall be held a minimum of two weeks (14-days) prior to the scheduled Planning Board meeting.

The Planning Board will hear the request in a public meeting and provide a recommendation to the City Council.

The City Council will hold the public hearing and render a decision on the project. Please refer to Section 20.2 of the LDC for further details.



Signature of Property Owner



Signature of Applicant, if different than the property owner



Application Fee (Dept Use Only)

-Please note...The applicant is responsible for the costs of all public notices required by state law. The City will be responsible for the dissemination of the advertisements and will arrange to have the bills sent directly to the applicant. Any changes to this policy must be made prior to the submission of the application.

-This application must be signed by the property owner or their authorized agent.





Daniel Stowe Botanical Garden

*A Garden for all Seasons!*

Tiffany Faro, Associate Planner  
City of Belmont  
P.O. Box 431  
Belmont, NC 28012

December 22, 2020

To whom it may concern:

Daniel Stowe Botanical Garden has designed and is beginning to implement a number of improvements to its main entrance on South New Hope Road, Gaston County Parcel #193710.

This plan includes enhancements to the plant materials and landscaping. In addition, the preliminary plans call for construction of a sign that exceeds the size restrictions in the City of Belmont's sign ordinance. The Garden respectfully requests relief from the ordinance that would allow for the construction of the sign, which would include the Garden's brand as well as promotions for current and upcoming events. We believe the increased size is required given the scope and scale of the site.

An application has been submitted along with the plans produced by Sitework Studio in Asheville. Please let me know if you require any other detail.



Sincerely,

A handwritten signature in black ink, appearing to read 'Jim Hoffman'.

Jim Hoffman  
Interim Executive Director

6500 S. New Hope Rd.  
Belmont, NC 28012  
704.825.4490  
704.829.1240 (fax)  
www.DSBG.org




-  REMOVE (3) OAKS AND (4) CREPE MYRTLES; GRIND STUMPS AND STOCK PILE CHIPS PER CLIENT
-  PLANT DEMO (TRANSPLANTS TO BE DETERMINED BY CLIENT)

**sitework** STUDIOS  
 LANDSCAPE ARCHITECTURE  
 200 Poplar Street | Suite 205 | Raleigh, NC 27601 | 919.836.9446

CONSULTANT

**ENTRANCE GARDEN**  
 PREPARED FOR:  
**DANIEL STOWE BOTANICAL GARDEN**  
 6500 SOUTH NEW HOPE ROAD | BELMONT, NC 28012

REVISIONS		
NO.	REMARKS	DATE



DATE:  
1.6.21  
SHEET TITLE:

**DEMOLITION PLAN**  
 SHEET NO.  
**L-100**

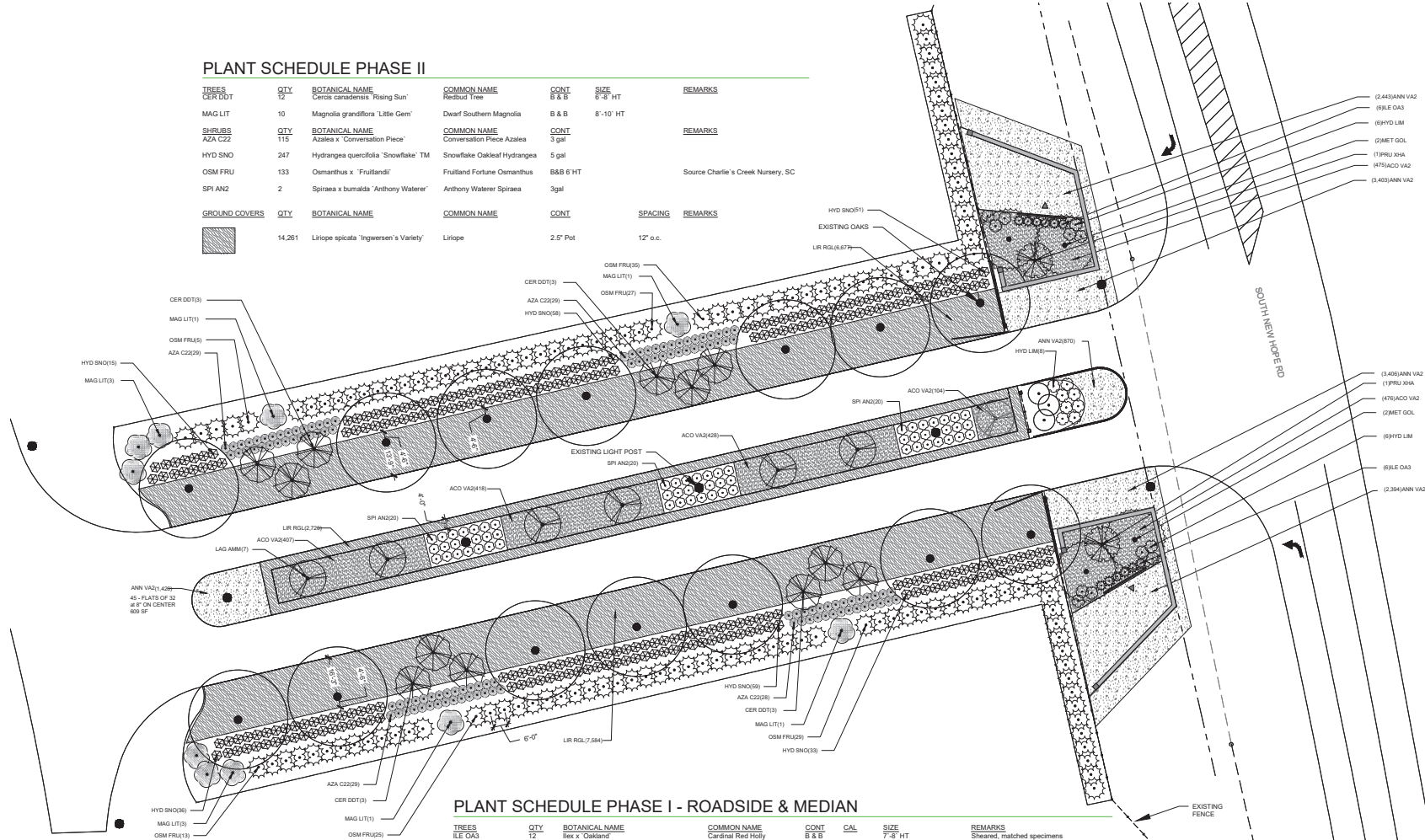






**PLANT SCHEDULE PHASE II**

TREES	QTY	BOTANICAL NAME	COMMON NAME	CONT	SIZE	REMARKS
CER DOT	12	<i>Cercis canadensis</i> 'Rising Sun'	Redbud Tree	B & B	6'-8" HT	
MAG LIT	10	<i>Magnolia grandiflora</i> 'Little Gem'	Dwarf Southern Magnolia	B & B	8'-10" HT	
SHRUBS	QTY	BOTANICAL NAME	COMMON NAME	CONT	REMARKS	
AZA C22	115	<i>Azalea</i> x 'Conversation Piece'	Conversation Piece Azalea	3 gal		
HYD SNO	247	<i>Hydrangea quercifolia</i> 'Snowflake' TM	Snowflake Oakleaf Hydrangea	5 gal		
OSM FRU	133	<i>Osmanthus</i> x 'Fruiland'	Fruiland Fortune Osmanthus	B&B 6" HT	Source Charlie's Creek Nursery, SC	
SPI AN2	2	<i>Spiraea x bumalda</i> 'Anthony Waterer'	Anthony Waterer Spiraea	3gal		
GROUND COVERS	QTY	BOTANICAL NAME	COMMON NAME	CONT	SPACING	REMARKS
	14,261	<i>Liriope spicata</i> 'Ingwersen's Variety'	Liriope	2.5" Pot	12" o.c.	



**PLANT SCHEDULE PHASE I - ROADSIDE & MEDIAN**

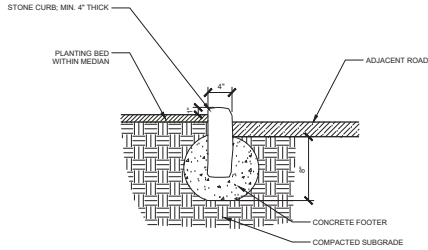
TREES	QTY	BOTANICAL NAME	COMMON NAME	CONT	CAL	SIZE	REMARKS
ILE OAS	12	<i>Ilex</i> x 'Oakland'	Cardinal Red Holly	B & B		7'-8" HT	Sheared, matched specimens
LAG AMM	7	<i>Lagerstroemia fauriei</i> 'Sarah's Favorite'	White Vase Crepe Myrtle	B & B		10'-12" HT	Scott Trees Nursery, Alternates L. 'Muskegee' or L. 'Bloss'
MET GOL	4	<i>Metasequoia glyptostroboides</i> 'Gold Rush'	Dawn Redwood	B & B		4"-5" cal	Matching Specimens Scott Tree Nursery, Shelby NC Alternate - Specimens Mary Nell Holly
PRU XHA	2	<i>Prunus</i> x 'Hally Jolivet'	Hally Jolivet Cherry	B & B		5'-6" HT	Specimen Quality, Alternates - <i>Viburnum caryesi</i> , <i>Chionanthus virginicus</i>
SHRUBS	QTY	BOTANICAL NAME	COMMON NAME	CONT	REMARKS		
HYD LIM	20	<i>Hydrangea paniculata</i> 'LimeLight' TM	LimeLight Hydrangea	3 gal			
SPI AN2	60	<i>Spiraea x bumalda</i> 'Anthony Waterer'	Anthony Waterer Spiraea	3gal			
GROUND COVERS	QTY	BOTANICAL NAME	COMMON NAME	CONT	SPACING	REMARKS	
	2,308	<i>Acorus gramineus</i> 'Variegatus'	Variegated Japanese Rush	1 gal	18" o.c.		
	13,942	Annuals/Perennials/Seasonal Varieties	Annuals	4" pot	8" o.c.	By Owner	
	2,726	<i>Liriope spicata</i> 'Ingwersen's Variety'	Liriope	2.5" Pot	12" o.c.		

REVISIONS		
NO.	REMARKS	DATE

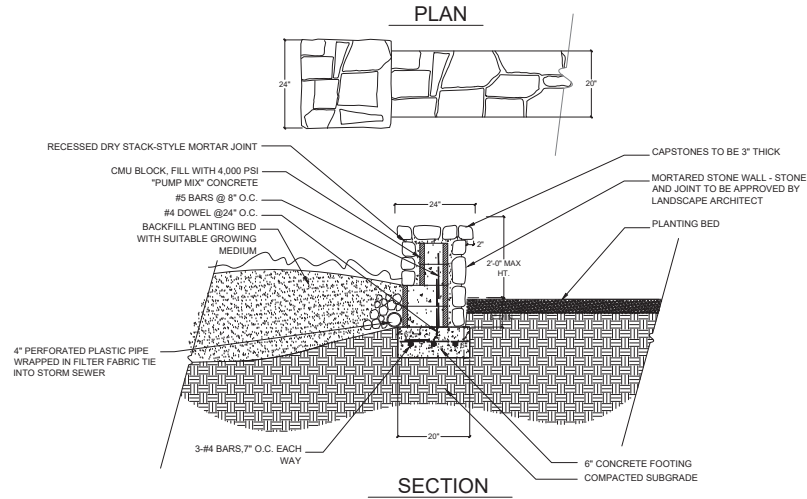
NOT FOR CONSTRUCTION  
 DATE: 2.5.20  
 SHEET TITLE

THIS DOCUMENT IS THE PROPERTY OF SITWORK STUDIOS, P.L.L.C. IT IS TO BE USED FOR THIS SPECIFIC PROJECT ONLY AND IS NOT TO BE USED OTHERWISE WITHOUT OBTAINING WRITTEN CONSENT FROM SITWORK STUDIOS, P.L.L.C.





1 STONE CURB  
NTS

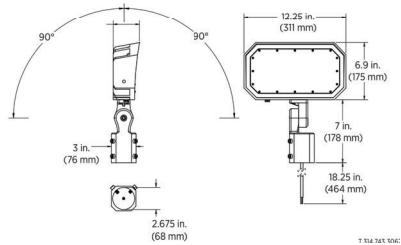


2 STONE WALL  
NTS

AFL Series  
LED Flood Light Specifications

Model AFL-	50K15-110-x	50K30-110-x	50K50-110-x	50K70-110-x	50K100-110-x
Intensity	1,800 lm	3,600 lm	6,000 lm	9,100 lm	13,000 lm
Operating Voltage	120-277 VAC				
Power Consumption	15 W	30 W	50 W	70 W	100 W
Current Draw	0.13 A @120 VAC	0.25 A @120 VAC	0.42 A @120 VAC	0.58 A @120 VAC	0.83 A @120 VAC
Efficacy	120 lm/W		130 lm/W		
Color Temperature	5000K				
Beam Angle	80° x 110° (NEMA 5 x NEMA 6)				
CRI	70+				
Dimming	none				
IP Rating	IP65				
Ambient Operating Temperature	-40°-113° F (-40°-45° C)				
Product Weight	≤ 1.15 lb (0.52 kg)	≤ 1.65 lb (0.75 kg)	≤ 2.75 lb (1.25 kg)	≤ 7.65 lb (3.47 kg)	
Rated Life (L70)	50,000 hours				

Dimensional Drawings  
Slip-Fitter Mount Versions  
AFL-50K70-110-S and AFL-50K100-110-S



3 LIGHT FIXTURE



4 ENTRY SIGN

REVISIONS		
NO.	REMARKS	DATE



DATE: 1.6.21  
SHEET TITLE:

DETAILS

SHEET NO.  
L-500

**DANIEL JONATHAN STOWE CONSERVANCY**  
**Community Meeting**  
**Meeting Minutes**  
**Wednesday, January 13, 2021 – 6:00pm**

A Community Meeting was conducted via Zoom by Daniel Jonathan Stowe Conservancy d.b.a. Daniel Stowe Botanical Garden (the “Garden”). Present from the Garden were Jim Hoffman, Interim Executive Director and Elena Potter, HR Manager and Executive Assistant. Mr. Hoffman called the meeting to order at 6:00 p.m.

**II. Belmont City Sign Ordinance Relief** – Mr. Jim Hoffman gave a brief overview prior to opening the meeting to comment. The meeting purpose is to seek comment from the community regarding the Garden seeking relief from Belmont City’s sign ordinance in order to install an entrance sign off of South New Hope Road that exceeds ordinance limits. Mr. Hoffman stated that proper notice was provided to the public as require and plans for the proposed sign were on file at the Belmont City Planning office.

**VII. Comments** – Mr. Hoffman opened up the meeting to attendees for comment. Mr. Hoffman briefly mentioned he had received at least one comment in favor from the community from a nearby resident and Garden volunteer.

**VIII. Adjourn Business Meeting** –

Seeing that no other attendees present for comment, and no comments were received by phone or email, Mr. Hoffman adjourned the meeting at 6:05 pm.

Respectfully submitted by Elena Potter



# CITY OF BELMONT

## PLANNING & ZONING

### Statement of consistency

In considering the zoning map amendment of the Land Development Code request associated with petition ZA 2020.06 Daniel Stowe Botanical Garden Entrance Signage, the Planning and Zoning Board finds:

The project is consistent with the following goals of the adopted Comprehensive Land Use Plan:

1. **Economy:** The project helps to foster a vibrant economy that balances residential growth. Daniel Stowe Botanical Gardens is a destination that attracts people, create economic opportunities for businesses, and adds diversity and interest to our community.
2. **Parks and Recreation:** The project promotes the park and recreational opportunities for all citizens.
3. **Environment:** The project protects the natural environment as a critical asset.

This finding is supported by an 6 - 0 vote by the Belmont planning and zoning during its January 21, 2021 meeting subject to the relief and conditions attached as Exhibit A.

Walter Dixon, Chairman

Date