

**City of Greensboro Planning Department  
Zoning Staff Report  
December 11, 2006 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.*

**Item:** E  
**Location:** 4609 West Market Street

**Applicant:** Richard E. Clayton  
**Owner:** Richard E. Clayton

**From:** LI  
**To:** CD-HB

- Conditions:** 1) All uses permitted in the HB zoning district except Sexually Oriented Businesses.  
2) Any use with drive-through service shall not be permitted.

<b>SITE INFORMATION</b>	
<b>Maximum Developable Units</b>	N/A
<b>Net Density</b>	N/A
<b>Existing Land Use</b>	Office/Service/Retail Uses
<b>Acreage</b>	0.503
<b>Physical Characteristics</b>	<i>Topography:</i> Southern slope <i>Vegetation:</i> None <i>Other:</i> N/A
<b>Overlay Districts</b>	N/A
<b>Historic District/Resources</b>	N/A
<b>Generalized Future Land Use</b>	Mixed Use Commercial
<b>Other</b>	N/A

<b>SURROUNDING ZONING AND LAND USE</b>		
<b>Location</b>	<b>Land Use</b>	<b>Zoning</b>
<i>North</i>	Price Place Shopping Center / Port City Java / Bert's Seafood	SC, GB
<i>South</i>	Public Storage	LI
<i>East</i>	Public Storage	LI
<i>West</i>	Brewer Equipment Co. Rental Sales	LI

<b>ZONING HISTORY</b>		
<b>Case #</b>	<b>Year</b>	<b>Request Summary</b>
		This property has been zoned Light Industrial since July 1, 1992. Prior to the implementation of the UDO, it was zoned Industrial L.

<b>DIFFERENCES BETWEEN LI (EXISTING) AND CD-HB (PROPOSED) ZONING DISTRICTS</b>
<b>LI:</b> Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial/service activities which, in their normal operations, have little or no adverse effect upon adjoining properties.
<b>CD-HB:</b> Primarily intended to accommodate retail, service, and distributive uses which are typically located along thoroughfares. The district is established to provide locations for establishments which cater primarily to passing motorists and require high visibility and good road access. Developments in this district generally have substantial front setbacks.

<b>TRANSPORTATION</b>	
<b>Street Classification</b>	W. Market Street – Major Thoroughfare.
<b>Site Access</b>	All commercial driveways must meet City of Greensboro standards. GDOT will approve a maximum of one access to this site.
<b>Traffic Counts</b>	W. Market Street ADT = 26,200.
<b>Trip Generation</b>	N/A.
<b>Sidewalks</b>	Sidewalks are a requirement of the Development Ordinance. 6' sidewalk with a 4' grass strip is required along both sides of thoroughfares. 5' sidewalk with a 3' grass strip is required along one side (at a minimum, collectors may require sidewalk on both sides) of all other street types.
<b>Transit</b>	Yes.
<b>Traffic Impact Study</b>	Not required per TIS Ordinance.
<b>Street Connectivity</b>	N/A.
<b>Other</b>	N/A.

<b>ENVIRONMENTAL REVIEW</b>	
<b>Water Supply Watershed</b>	No, site drains to North Buffalo Creek
<b>Floodplains</b>	N/A
<b>Streams</b>	N/A
<b>Other</b>	N/A

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
North	15% of the total site for lots less than 55,000 square feet
South	
East	
West	

**CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES**

**Connections 2025 Written Policies:**

Reinvestment/Infill Goal: Promote sound investment in Greensboro’s urban areas, including Center City, commercial and industrial areas, and neighborhoods.

POLICY 7A.2: Encourage “home-grown” and community-based businesses and entrepreneurs with special emphasis on increasing the number of minority-owned businesses in traditionally underserved parts of the community.

**Connections 2025 Map Policies:**

*The area requested for rezoning lies within the following map classifications:*

Mixed Use Commercial: This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by “strip” commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner. New “strip” commercial development is discouraged.

Reinvestment Corridors: Reinvestment corridors are older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods.

**CONFORMITY WITH OTHER PLANS**

*The following aspects of relevant plans may be applicable in this case:*

**City Plans:** N/A

**Other Plans:** N/A

## STAFF COMMENTS

**Planning:** This section of the West Market Street corridor is comprised of a mix of industrial and commercial zoning districts. The properties to the south and east of this request remain as stable industrial uses, while the properties to the north and west consist largely of commercial shopping centers. Considering the subject property's orientation to West Market Street, a heavily traveled major thoroughfare, its transition from industrial to commercial zoning would allow for a broader and more appropriate range of uses.

Staff feels this proposed change in zoning and accompanying land uses achieves greater consistency with the Mixed Use Commercial land use classification, while not threatening the existing nearby industrial uses. This request also meets both the Reinvestment/Infill Goal and Policy 7A.2 of the Comprehensive Plan, as described above.

West Market Street is a designated Redevelopment Corridor on the Growth Strategy Map of Connections 2025. Reinvestment Corridors are older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods. This proposal offers a good opportunity for adaptive reuse of the existing building which is also consistent with redevelopment goals.

**GDOT:** No additional comments.

**Water Resources:** No additional comments.

**Housing & Community Development:** No additional comments.

## STAFF RECOMMENDATION

Based on all the information contained in this report, the Planning Department recommends approval.

## ADDITIONAL INFORMATION