

**City of Greensboro Planning Department
Zoning Staff Report
November 12, 2007 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: 514, 600-602 & 618 North Eugene Street; 507 Simpson Street (east side of North Eugene Street and west side of Simpson Street between West Fisher Avenue and West Smith Street)

Applicant: Robert Isner
Owner: North Eugene Partners & Star Investments

From: GO-M & GB
To: CB

Conditions: N/A

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	Commercial buildings & parking; undeveloped lot
Acreage	1.4 acres
Physical Characteristics	<i>Topography:</i> Flat <i>Vegetation:</i> No significant vegetation <i>Other:</i> N/A
Overlay Districts	Central Business Overlay Zone
Historic District/Resources	N/A
Generalized Future Land Use	Mixed Use CBD
Other	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Single family dwellings, duplex	GO-M
<i>South</i>	Susan Hunt law office, City/County refilling station	CB, GB
<i>East</i>	Rose Reprographics printing company, Michael Nash law office, structures related to Holy Trinity church	CD-GB, GO-M
<i>West</i>	Steele Vaughn Appliance Repair	GB, GO-M

ZONING HISTORY		
Case #	Year	Request Summary
		These properties have been zoned GO-M and GB since July 1, 1992. Prior to the implementation of the UDO, they were zoned Commercial NR.

DIFFERENCES BETWEEN GO-M & GB (EXISTING) AND CB (PROPOSED) ZONING DISTRICTS
GO-M: Primarily intended to accommodate moderate intensity office and institutional uses, moderate density residential uses at a density of 12.0 units per acre or less, and supporting service uses.
GB: Primarily intended to accommodate a wide range of retail, service, and office uses. The district is typically located along thoroughfares in areas which have developed with minimal front setbacks.
CB: Solely intended for application in the central core of the city. The district is established to encourage high intensity, compact urban development. The district is intended to accommodate a wide range of uses, including office, retail, service, institutional, and high density residential developments in a pedestrian-oriented setting.

TRANSPORTATION	
Street Classification	N. Eugene Street – Major Thoroughfare.
Site Access	All access point(s) must be designed and constructed to the City of Greensboro standards. GDOT will approve one access for this site.
Traffic Counts	N. Eugene Street ADT = 9,376.
Trip Generation	N/A.
Sidewalks	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.
Transit	Yes.
Traffic Impact Study	Not required per TIS Ordinance.
Street Connectivity	N/A.
Other	N/A.

ENVIRONMENTAL REVIEW	
Water Supply Watershed	N/A, site drains to North Buffalo Creek
Floodplains	N/A
Streams	N/A
Other	N/A

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
North	N/A
South	N/A
East	N/A
West	N/A

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 4C: Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life in urban areas.

POLICY 6A.4: Implement measures to protect neighborhoods from potential negative impacts of development, redevelopment, and/or public projects that are inconsistent with the neighborhood’s livability, architectural or historical character, and reinvestment potential.

Economic Development Goal: Promote a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit and non-profit economic development for all segments of the community, including under-served areas such as East Greensboro.

Connections 2025 Map Policies:

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

Mixed Use Central Business District: This designation applies only in and around Downtown Greensboro. It emphasizes the urban character and the mix and intensity of activities uniquely suited to the central city. This designation is intended to permit a true mix of all uses, except heavy industrial, at the highest levels of scale and density within the City and with unique development standards tailored to the urban character of Downtown. It is particularly important to move the Downtown towards becoming a center of activity not only in the day, but also at night and during weekends, by promoting a mix of commercial, entertainment, residential, and other uses (see policies and narrative in Section 4.5.2). To help achieve this goal, creative forms of housing, such as lofts within restored historic structures and residential units in the often unoccupied second stories above ground-level retail, should be encouraged.

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: The property east of and adjacent to the subject property was rezoned to CD-GB (#3075) by the Zoning Commission in October 2002. Uses on that property are limited to offices, photocopying and duplicating services, professional and commercial equipment supplies and daycare or similar care facilities. This current request would be compatible with that previous rezoning.

The property at the northwest quadrant of West Smith Street and Simpson Street was rezoned from GB to Central Business by the Zoning Commission on June 12, 2006. At that time, staff pointed out that the CB zoning classification would allow for greater flexibility in building placement and permitted uses. That observation is applicable to the subject property as well.

The applicant has mentioned that this property could be developed for retail uses and may not be developed until something happens with the larger, adjacent North State Chevrolet property. The applicant has mentioned that retail use on the subject property could support whatever residential may eventually get built on the North State property. The subject property would likely support about 12,000 square feet of retail space and could also accommodate residential on the second floor if the market would support it.

It is reasonable for the area between West Smith Street and the southern line of structures fronting on West Fisher Avenue to be included in the Central Business zoning district and this would yield a realistic zoning pattern for the future.

This rezoning proposal is consistent with several Connections 2025 goals and policies. It is a good example of potential beneficial infill development. This request promotes reinvestment and diversification of activity in the Downtown. It provides another example of the increasing interest for residential development that will help establish the critical mass to insure that Downtown continues to function as an attractive place to live and work.

GDOT: No additional comments.

Water Resources: No additional comments.

Housing & Community Development: This proposed rezoning is compatible with the general character of its surroundings, including the Cedar Street / Bellemeade Strategic Plan Area, situated diagonally across the intersection of North Eugene Street and Battleground Avenue from this site.

STAFF RECOMMENDATION

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

ADDITIONAL INFORMATION