



Z-08-10-006

City of Greensboro Planning Department
Zoning Staff Report and Plan Amendment Evaluation

Zoning Commission Hearing Date: October 13, 2008

GENERAL INFORMATION

APPLICANT	Mary Benton for Novant Health, Inc.
HEARING TYPE	Zoning Commission
REQUEST	CD-HB (Conditional District-Highway Business) to CD-GB (Conditional District-General Business)
CONDITIONS	1) Uses: All uses permitted in the GB zoning district except bars and sexually oriented businesses. 2) No new development on the tract containing the billboard will be permitted until billboard is removed.
LOCATION	501 Hickory Branch Road (Northwest corner of Hickory Branch Road and NC Highway 68)
PARCEL ID NUMBER (S)	00-94-7001-B-1026-00-021
PUBLIC NOTIFICATION	The notification area for this public hearing was 600 feet (Chapter 30-9-1.2 of the City Ordinance requires notification of the owner of that parcel of land and the owners of all parcels of land adjoining and contiguous to that parcel of land as shown on the County tax listing). 25 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~1.30 Acres
TOPOGRAPHY	Slopes to the east
VEGETATION	Institutional landscaping in part

SITE DATA

Existing Use	Primary healthcare facility and a billboard
	Adjacent Zoning Adjacent Land Uses
N	CD-HB (Conditional District-Highway Business) Fairfield Inn
E	CD-HB (Conditional District-Highway Business) Highway NC 68
W	CD-HB (Conditional District-Highway Business) Undeveloped
S	CD-HB (Conditional District-Highway Business) Wendy's Fast Food Restaurant

Zoning History

Case #	Date	Request Summary
2879	10/09/2000	Rezoned from LI to CD-HB

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (CD-HB)	Requested (CD-GB)
Max. Density:	N/A	N/A
Typical Uses	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.	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.

**These regulations may not reflect the actual requirements for all situations; see the City of Greensboro Zoning Code for actual regulations for site requirements for this zoning district.*

SPECIAL INFORMATION

Overlay District Ordinance/Historic Preservation – N/A
 Highway NC 68 Scenic Corridor Overlay District

Environmental/Soils

Water Supply Watershed	Yes, site drains to Upper Randleman Lake Watershed WS IV
Floodplains	N/A
Streams	N/A
Other:	Site has already been developed. There is an approved plan for the subdivision. If any new development is proposed it must be consistent with previously approved plan or current watershed requirements must be met.

Utilities

Potable Water
 Waste Water

Airport Noise Cone

The subject property is located in the Airport Noise Cone.

Landscaping Requirements

Location	Required Planting Yard Type and Rate
North	Type D Yard – minimum width 5'; 2 understory trees per 100'; 18 shrubs per 100
South	Street Yard - minimum width 8'; 2 canopy tree per 100', 17 shrubs per 100'
East	Highway 68 SCOD buffer - avg. width 30'; 4 canopy trees per 100'; 4 understory trees per 100'; 34 shrubs per 100'
West	Type D Yard – minimum width 5'; 2 understory trees per 100'; 18 shrubs per 100

Tree Preservation Requirements

Acreage	Requirements
1.30 Ac.	All trees 4" or greater DBH which are located within the required planting yards

Transportation

Street Classification	NC 68 – Major Thoroughfare, Hickory Branch Road – Local Street.
Site Access	Existing
Traffic Counts:	NC 68 ADT = 35,204.
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. There is no existing sidewalk along the frontage of this development.
Transit in Vicinity	No.
Traffic Impact Study (TIS)	No, not required per TIS Ordinance.
Street Connectivity	N/A.
Other	N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-GB** (Conditional District-General Business) zoning would allow land uses that are not compatible with the general character of the area.

Connections 2025 Comprehensive Plan Policies

The Generalized Future Land Use Map designates this location as **Commercial**. The requested **CD-GB** zoning district is consistent with this GFLUM designation.

Connections 2025 Written Policies

Growth at the Fringe Goal: Provide a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects rural character, evidences sound stewardship of the environment, and provides for efficient provision of public services and facilities as the City expands. Development will increase density and mix land uses at a pedestrian scale with sidewalks, bikeways, and where possible, public transit.

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

Commercial: This designation applies to large concentrations of commercial uses, such as recently constructed major shopping centers and "big box" retail. Such properties may not be expected to undergo redevelopment or a change in use over the plan horizon, and the immediate areas in which they are located may not be suitable for the introduction of mixed uses. While some new commercial centers are anticipated, in general new retail and commercial service uses will be encouraged within more diversified mixed-use centers rather than as stand-alone shopping centers or expanding highway commercial "strips."

CONFORMITY WITH OTHER PLANS

City Plans - N/A

Other Plans - N/A

Staff/Agency Comments

Planning

The subject site which currently consists of a primary healthcare facility and a billboard is located at the northwest corner of Hickory Branch Road and NC Highway 68. The subject site is also located in the Highway NC 68 Scenic Corridor Overlay District. The subject site is surrounded on all four sides by Conditional District-Highway Business zoning designations. The immediate vicinity is well developed with varying densities and intensities of institutional and commercial uses.

The applicant is proposing to rezone and subdivide the property so that the billboard and

the primary healthcare facility each will be on its own zone lot. This will allow the applicant to increase the square footage of the primary healthcare facility in excess of 3,000 square feet without having to remove the billboard as required by section 30-5-5.00 (2)(b) of the zoning code. The applicant does not intend to change the existing use nor materially alter the exterior of the building at this time. Staff would like to mention that the Highway NC 68 Scenic Corridor Overlay District prohibits outdoor advertising signs (billboards). The request to accommodate the non-conforming billboard is inconsistent with the intent and purpose of the Development Ordinance.

Staff believes that this request is inconsistent with the intent and purpose of the zoning code. Staff is also of the opinion that the request is generally not compatible with the existing development and trend in the surrounding area.

Water Resources No additional comments.

Housing and Community Development

STAFF RECOMMENDATION

PLANNING

Staff recommends **denial** of the requested **CD-GB** (Conditional District-General Business) zoning district.