

**City of Greensboro Planning Department
Generalized Future Land Use Map Plan Amendment
February 20, 2008 Public Hearing**

The information provided in this staff report has been included for the purpose of reviewing proposed amendments to the Connections 2025 Comprehensive Plan. Plan Amendments not in association with rezoning cases are heard by the Planning Board, and recommended to the City Council for final action.

Case Number: CP-08-02

Request: To amend the Generalized Future Land Use Map (Figure 4-2) of the Greensboro Connections 2025 Comprehensive Plan for properties located adjacent and in close proximity to Lawndale Drive, between West Cornwallis Drive and the north side of Colonial Avenue, from the Mixed Use Commercial Land Use Classification to the Moderate Residential Land Use Classification.

Location: Properties adjacent and in close proximity to Lawndale Drive, between West Cornwallis Drive and the north side of Colonial Avenue

Size: Approximately 25.73 acres

Existing Land Use: Numerous single family detached dwellings

CONNECTIONS 2025 LAND USE CLASSIFICATION

Existing:

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.

Proposed:

Moderate Residential (5-12 dwelling units/acre) - This category accommodates housing types ranging from small-lot, single-family detached and attached single-family dwellings such as townhomes to moderate density, low-rise apartment dwellings.

CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

The following policies are applicable in this case:

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.

Housing and Neighborhoods Goal: Meet the needs of present and future Greensboro citizens for a choice of decent, affordable housing in stable, livable neighborhoods that offer security, quality of life, and the necessary array of services and facilities.

POLICY 6A.2: Promote mixed-income neighborhoods.

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.

- Including protection against incompatible commercial encroachments into residential neighborhoods

POLICY 6C: Promote the diversification of new housing stock to meet the needs of all citizens for suitable, affordable housing.

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.

COMPREHENSIVE PLAN AMENDMENT HISTORY		
Case #	Date	Request Summary
07-43	N/A	A request to amend approximately .31 acres of the Generalized Future Land Use Map for property located in the northeast corner of the block within Lawndale Drive, Rosecrest Drive, Fairfield Avenue and West Cornwallis Drive was withdrawn prior to consideration by City Council.

APPLICANT STATED REASONS FOR REQUEST

Explain in detail why the change is needed and a justification for such a change:

The Kirkwood neighborhood believes the Comprehensive Plan needs to be amended because it invites incompatible commercial development into a stable 60+ year old neighborhood. A recent proposed development opposed by the Kirkwood neighborhood was encouraged in part by the current designation of the western edge of the neighborhood as Mixed Use Commercial. As the neighborhood feels that future commercial development should be limited to existing commercial areas along Lawndale Drive and Battleground Avenue, a request to change the land use designation for the western edge of the Kirkwood neighborhood from Mixed Use Commercial is being requested.

Explain in detail the conditions that you think may warrant a Plan Amendment (i.e. unforeseen circumstances or the emergence of new information, unanticipated changes in development pattern, rezonings, transportation improvements, economic opportunities, changes in socioeconomic conditions, etc.):

When the Comprehensive Plan was adopted in 2003, it was intended to be indicative of possible future development rather than prescriptive. The designation of the western edges of the Kirkwood neighborhood as Mixed Use Commercial, while done as part of a larger commercial corridor centered around Battleground Avenue and Lawndale Drive, is no longer considered appropriate for future desired development. The presence of low and moderate intensity residential in this stretch of a rather long commercial corridor provides the “mix” intended by the larger Mixed Use Commercial designation and ensures appropriate transitions to this adjacent low density residential neighborhood.

STAFF ANALYSIS

Need for the Proposed Change:

As a result of discussions of a recent rezoning proposal for the corner of Lawndale Drive and West Cornwallis Drive, members of the Kirkwood neighborhood began a more comprehensive look at areas along the western edge of the neighborhood currently designated as Mixed Use Commercial on the City’s adopted Generalized Future Land Use Map. This designation, while primarily focused along the heavily commercial Battleground Avenue corridor and sections of Lawndale Avenue does include properties currently zoned and occupied for single family residential uses. In order to limit the potential for future commercial expansion into this established residential neighborhood a change for properties shown as Mixed Use Commercial, but currently zoned and used for single family residential uses, was requested.

The area being examined is a portion of a much larger area along Battleground Avenue and a portion of Lawndale Drive designated as Mixed Use Commercial on the Generalized Future Land Use Map. While the Mixed Use Commercial designation is designed to encourage primarily commercial uses, it also encourages the inclusion of residential and service development related to support the commercial development. Such “supportive” development can act as effective transitions between commercial and single family residential development.

The Generalized Future Land Use Map, adopted by the City in 2003 as part of the Connections 2025 Comprehensive Plan, outlines future land use patterns on a broad scale. As such the boundaries for various land use designations do not necessarily following parcels or other fixed boundaries; a reflection of the Map’s purpose to show general land use patterns throughout the city. In this particular area, the Mixed Use Commercial designation is focused primarily around a number of existing and anticipated commercial uses that in many cases are located directly adjacent to single family residential development.

Creating appropriate transitions between higher and lower intensity uses in close proximity is an important goal of the Comprehensive Plan. While the Mixed Use Commercial designation, which encourages supportive residential and service uses, can facilitate such transitions the proposed Moderate Residential classification would be equally or more effective in achieving this goal for this area. The Moderate Residential future land use classification also removes the potential emphasis towards commercial development that is of most concern to the residents in the Kirkwood neighborhood. While the Comprehensive Plan encourages mixed development to integrate a variety of uses and promote more efficient use of land, such development must be

compatible with surrounding areas and create appropriate connections between higher and lower intensity land uses. In this instance the proposed change to Moderate Residential, which encourages a variety of moderate intensity residential uses, appears to be an appropriate change to address both goals of providing a variety of uses in close proximity to one another and ensuring appropriate transitions between higher and lower intensity uses.

Effect of the proposed Change on the Need for City Services and Facilities:

N/A

Implications, if any, the Amendment may have for Other Parts of the Plan:

The proposed change will establish an area of moderate intensity residential between areas of higher intensity commercial development along Lawndale Drive and lower intensity residential development further east within the established neighborhood. Similar requests for map amendments from other established neighborhoods adjacent to primarily commercial corridors may be anticipated in the future if this request is approved.

Unforeseen Circumstances or the Emergence of New Information (e.g. significant economic opportunity in Tier 2 or 3):

Recent rezoning requests around Lawndale Drive have drawn closer attention to this area and the potential need for clarification of adopted future land use classifications to ensure compatibility and appropriate transitions.

STAFF RECOMMENDATION

The Planning Department recommends approval of the requested amendment.