

**City of Greensboro Planning Department
Zoning Staff Report
October 9, 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: A
Location: East side of McAdoo Avenue between King Street and Victor Place

Applicant: Seth Coker
Owner: City of Greensboro

From: LI
To: CB

Conditions: N/A

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	City of Greensboro Central City Services
Acreage	0.864
Physical Characteristics	<i>Topography:</i> Downward western slope <i>Vegetation:</i> Mature trees <i>Other:</i> N/A
Overlay Districts	N/A
Historic District/Resources	N/A
Generalized Future Land Use	Mixed Use CBD / Mixed Use Residential
Other	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Vacant Office-Warehouse Buildings (future residential development)	CB
<i>South</i>	City Water Tower	LI
<i>East</i>	Murrow Boulevard	LI
<i>West</i>	Office-Warehouse	LI

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

DIFFERENCES BETWEEN LI (EXISTING) AND CB (PROPOSED) ZONING DISTRICTS	
LI:	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.
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	McAdoo Avenue – Local Street.
Site Access	This is an addition to the Apartment Development on King Street. Access points are proposed via King Street. All access points must meet City of Greensboro Standards.
Traffic Counts	None available.
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	No, site drains to South Buffalo Creek
Floodplains	N/A
Streams	N/A
Other	N/A

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

Downtown Goal: Promote reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the City while protecting its heritage and historic resources and enhancing its urban character.

POLICY 4E: Promote diversification and intensification of downtown Greensboro.

POLICY 4E.2: Support private initiatives for downtown investment.

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

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.

Mixed Use Residential: This designation applies to neighborhoods or districts where the predominant use is residential and where substantial, compatible local-serving nonresidential uses may be introduced. Such use mixes are typically found in older, in-town neighborhoods that accommodate "corner stores" and other local services, as well as in newly developed traditional neighborhood developments (TNDs). This district is also applied in areas suited to a diverse mix of housing types and densities. Ensuring that buildings are of the appropriate scale and intensity is critical.

Activity Center: Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the

development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

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 Applicant's site plan shows two buildings on the subject property and a total of 54 apartment units (18 of which are efficiency units). The applicant has stated that they may combine all the efficiency units with the existing one-bedroom units to make two-bedroom units instead. In that case, there would be between 36 and 54 apartment units.

This proposal will help contribute to the mix of center city residential since it will add rental units to a downtown that has been dominated by new condominiums. It will also help contribute to the critical residential mass needed to support and attract other center city commercial and service businesses.

There are many Comprehensive Plan aspects of this request. This request is consistent with the Mixed Use Central Business District land use classification on the Generalized Future Land Use Map and it is located in an Activity Center as described above.

This proposal meets both the Reinvestment/Infill Goal and the Downtown Goal. It promotes a new form of compact development (Policy 4C.1) and promotes the diversification and intensification of downtown Greensboro (Policy 4E). It promotes mixed-income neighborhoods (Policy 6A.2) and promotes the diversification of new housing stock to meet the needs for suitable, affordable housing (Policy 6C). Finally, this request is an excellent example of an opportunity for redevelopment of a brownfield site.

Staff wishes to note that it is very important for this project to be compatible with surrounding residential development in Southside. Since this application is not a conditional request, the applicant should try and provide **other** assurances that appropriate building and site design details will be provided prior to site plan approval and that an opportunity for public input in the designs should be made available.

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.