



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

Zoning Commission Hearing Date: March 10, 2008

GENERAL INFORMATION

APPLICANT	Charles E. Melvin for Lillian H. Rauch
HEARING TYPE	Zoning Commission
ZONING REQUEST	GO- M (General Office - Moderate Intensity) and RS-12 (Residential-Single Family-12) to CD-LI (Conditional District-Light Industrial)
CONDITIONS	<ol style="list-style-type: none">1) Uses: Limited to Offices for a self-storage facility, self-storage buildings and accessory uses.2) All self-storage buildings will have stucco or similar appearing exterior materials.3) The office/storage building fronting on West Friendly Avenue will be of masonry and/or stucco finish with storefront windows and a standing seam metal roof where visible from the street and will be constructed in substantial conformity with the elevations filed with Greensboro Planning and identified as Exhibit B.4) The free standing signage for the facility will be a monument sign.5) All lighting will be directed downward and into the interior of the property so as to minimize light shining outside of the property.6) The hours of operation of the facility shall be between 7:30 a.m. and 8:00 p.m. each day of the week.7) No caretaker dwelling units will be permitted.8) The existing pond on the south end of the property will be retained with such modifications to be made to it that may be required by the governmental authority or authorities having jurisdiction over the pond. No building will be located within 200 feet of the southern property line of the property.
PARCEL ID NUMBER (S)	00-00-0383-0-0001-00-014

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). 64 notices were mailed to those property owners in the mailing area.

TRACT SIZE

~5.02 Ac.

TOPOGRAPHY

Slopes southwards towards the pond

VEGETATION

Typical residential & institutional landscaping, in part

SITE DATA

Existing Use

A two-story Single-Family structure and accessory units

Adjacent Zoning

Adjacent Land Uses

- N LO (Limited Office)
- E GO-M (General Office-Moderate Intensity)
- W GO-M (General Office-Moderate Intensity)
- S RS-12 (Residential-Single Family-12)

- West Friendly Office Park
- Quaker West Office Park and Legacy at Friendly Manor Apartments
- Guilford Corporate Park, Office Park and After Hours Vet
- Madison Woods Single Family subdivision

Zoning History

Case #

Date

Request Summary

12/07/2007

An application to rezone this property to CD-GB was submitted on December 7, 2007 but was subsequently withdrawn by the applicant. This property has been zoned GO-M and RS-12 since July 1, 1992. Prior to the implementation of the UDO, it was zoned Institutional 100 and Residential 120S.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (GO-M)	Existing (RS-12)	Requested (CD-LI)
Max. Density:	N/A	3 dwelling units per acre	N/A
Typical Uses	General Office Moderate Intensity District is 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 and retail uses.	Primarily intended to accommodate moderate density single-family detached dwellings in developments where public water and sewer service is required. The overall gross density in RS-12 will typically be 3.0 units per acre or less.	Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial/service activities.

**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 - NA

Environmental/Soils

Water Supply Watershed	N/A, Site drains to South Buffalo
Floodplains	Onsite
Streams	Perennial stream and pond onsite, a 50' buffer would be required for the stream and a 50'buffer measured from normal pool is required for the pond. Stream buffer is to be measured from (whichever produces a greater buffer) from top of bank, top of steep slope or edge of contiguous wetland. The first 15' of the buffer must remain undisturbed and in the next 35' built upon area is limited of 50% and no occupied structures are allowed.

Other Potential for wetlands on site. Contact the State and Corps for any wetland disturbance or stream crossing or disturbance.

Airport Noise Cone

The subject property is not located in an Airport Noise Zone.

Landscaping Requirements -

Location	Required Planting Yard Type and Rate
North	Street Yard - 8' avg. width; 2 canopy/100', 17shrubs/100'
South	Type A Yard - 50' avg. width; 4 canopy/100'; 10 understory/100', 33 shrubs/100'
East	Type A Yard - 50' avg. width; 4 canopy/100'; 10 understory/100', 33 shrubs/100' And Type C Yard – avg. width 20'; 2 canopy/100'/3 understory/100'/17 shrubs/100'
West	Type A Yard - 50' avg. width; 4 canopy/100'; 10 understory/100', 33 shrubs/100' And Type C Yard – avg. width 20'; 2 canopy/100'/3 understory/100'/17 shrubs/100'

Tree Preservation Requirements

Acreage	Requirements
5.02	All trees 4" or greater DBH which are located within the required planting yards or within 15' of the side and rear property lines, whichever is greater

Transportation

Street Classification	W. Friendly Avenue – Major Thoroughfare.
Site Access	A maximum of one access point will be approved by GDOT. All access must be designed and constructed to the City of Greensboro and NCDOT standards.
Traffic Counts:	W. Friendly Avenue ADT = 33,767 (2005).
Trip Generation:	N/A.
Sidewalks	Existing. 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 are no sidewalk projects in the area.
Transit in Vicinity	Yes. Route 7, Friendly Avenue.
Traffic Impact study	No, not required per TIS Ordinance.
Street Connectivity	N/A.
Other	N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-LI** zoning would allow land uses that are compatible with the existing development in the area.

Connections 2025 Comprehensive Plan Policies

The Generalized Future Land Use Map designates this location as **High Residential**. The requested **CD-LI** zoning district is inconsistent with this GFLUM designation and an amendment has been requested.

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.

POLICY 4G.1: Promote compact development.

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

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

Existing:

High Residential (over 12 d.u./acre): This category provides for high-density apartment dwellings, condominiums, life care, and similar housing types. Creating opportunities for this type of housing will become increasingly important to respond to demographic shifts and demand for affordable housing, and it is ideally suited near major activity and employment centers and in areas suitable for future transit service. Within this district, office buildings may also be accommodated.

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.

Proposed:

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.

Comprehensive Plan Amendment History

Case #	Date	Request Summary
04-09 (A&B)	02/15/2005	A request to amend the Generalized Future Land Use Map from Low Residential to Mixed Use Commercial and High Residential for areas on the south side of W. Friendly Avenue, between Dolley Madison Road and Muirs Chapel Road, was approved by City Council.

Applicant Stated Reasons for Request

Explain in detail why the change is needed and a justification for such a change:
The rezoning of the entire property from GO-M and RS-12 to Conditional District- Light Industrial is being requested to permit the construction and operation of a self-storage warehouse facility. The front portion of the property presently is being shown on the Comprehensive Plan as Mixed Use Commercial and the CD-LI request for utilization of the entire property for a self-storage facility to serve the nearby office and retail uses, apartments and college campus, is consistent with the Mixed Use Commercial designation for the Comprehensive Plan.

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.):

It appears that the entire property will be more appropriately shown on the Comprehensive Plan with a consistent designation, and in this area, the Mixed Use Commercial appears to be the best designation for the entire area.

COMPREHENSIVE POLICY PLAN ANALYSIS

Need for Proposed Change

The applicant is interested in developing a self storage facility to serve nearby Guilford College and existing office uses along West Friendly Avenue. A significant portion of the associated rezoning request falls within the High Residential classification and thus an amendment to the Generalized Future Land Use Map was requested.

The north side of W. Friendly Avenue in this area is currently designated Institutional, a reflection of Guilford College and associated uses, and the south side of W. Friendly Avenue is designated a combination of Low Residential, High Residential and Mixed Use Commercial. A designated Activity Center is also located around the intersection of Guilford College Road and W. Friendly Avenue, with commercial and office uses closer to the intersection and various residential designations further away.

The requested amendment would expand the area designated as Mixed Use Commercial that is most heavily concentrated to the west of Dolley Madison Road closer to less intensive areas currently designated as Low Residential. This is of some concern to staff as a policy of the Comprehensive Plan discusses the protection of existing neighborhoods from incompatible development. The introduction of a potentially higher intensity use than currently adjacent offices are also of concern.

However, the proposed change could facilitate a supportive use to existing commercial, office, institutional and residential development in the area. Associated measures suggested with this request could also mitigate the potential negative impact on nearby residences, addressing the Comprehensive Plan policy mentioned previously. The Comprehensive Plan also calls for reuse of previously developed properties to promote orderly growth on the city's fringe. While the proposed use (self-storage) is not a use typically associated with a designated Activity Center (walkable, higher density mixed uses), it could provide an important service to such patterns of development.

Effect of the proposed Change on the Need for City Services and Facilities (e.g. roadway level of service) – N/A

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

Limited as this site is surrounded by existing development.

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

PLANNING BOARD COMMENTS

The Planning Board met on December 19, 2007 and made the following comments concerning this request:

- Generally feels the proposed self storage is not a good fit for the established land use patterns in this area (primarily office and institutional uses, with surrounding residential uses)
- Use does not fit the designated Activity Center (higher density and intensity uses that are pedestrian oriented) in this area
- Proposal likely to have negative impacts on adjacent residential areas

CONFORMITY WITH OTHER PLANS

City Plans – N/A

Other Plans - N/A

Staff/Agency Comments

Planning

An application to rezone this 5.02 acre parcel to CD-GB was submitted on December 7, 2007 but was subsequently withdrawn by the applicant to give him ample time to come out with a design and layout that will be compatible with the surrounding neighborhood. The applicant has indicated that the proposed use of this site will be a self storage facility.

This area of West Friendly Avenue is well developed with varying densities and intensities of residential development, office and commercial uses. More specifically, the subject property is adjacent to single-family residential development to the south and office developments to the north, east and west. In the immediate vicinity are apartments and other community scale commercial establishments. Adjacent zoning districts include RS-12 to the south, LO to the north and GO-M to the east and west.

Although, the proposed CD-LI zoning district is generally not compatible with the surrounding zoning districts, the applicant has come up with enough conditions and design standards to make the performance of the requested CD-LI zoning district compatible with the surrounding uses. These conditions include use limitations, more restrictive buffers, and also the protection of the adjacent single-family neighborhood to the south. If approved, this CD-LI zoning district would allow uses that are compatible with the existing development or trends in the area. The proposed self storage facility will be very beneficial to the surrounding office and residential neighborhoods.

For better performance of the site, the applicant intends to modify his conditions as follows:

1. Offices for a self-storage facility, self-storage buildings and accessory uses.
2. All self-storage buildings will have stucco or similar appearing exterior materials.
3. The office/storage building fronting on West Friendly Avenue will be of masonry and/or stucco finish with storefront windows and a standing seam metal roof where visible from the street and will be constructed in substantial conformity with the elevations filed with Greensboro Planning and identified as Exhibit B.

4. The free standing signage for the facility will be a monument sign.
5. All lighting will be directed downward and into the interior of the property so as to minimize light shining outside of the property.
6. The hours of operation of the facility office shall be between 7:30 a.m. and 8:00 p.m. each day of the week.
7. No caretaker dwelling units will be permitted.
8. The existing pond on the south end of the property will be retained with such modifications to be made to it that may be required by the governmental authority or authorities having jurisdiction over the pond. No building will be located within 200 feet of the southern property line of the property.

Staff has made a determination that this request is be consistent with the intent and purpose of the zoning. Staff is also of the opinion that the request will be compatible with the existing development the surrounding neighborhood.

Greensboro Department of Transportation (GDOT) – N/A

Water Resources

Potential for wetlands on site. Contact the State and Corps for any wetland disturbance or stream crossing or disturbance.

Housing and Community Development

This proposed rezoning appears to impose no significant negative impacts on the existing Madison Woods neighborhood to the south, which the stated conditions do not eliminate or substantially reduced in severity.

STAFF RECOMMENDATION

PLANNING

Staff recommends approval of the requested **CD-LI (Conditional District-Light Industrial)** zoning district subject to the following conditions and any new conditions or modifications that will be approved at the public hearing :

Condition(s):

- 1) Uses: Limited to Offices for a self-storage facility, self-storage buildings and accessory uses.
- 2) All self-storage buildings will have stucco or similar appearing exterior materials.
- 3) The office/storage building fronting on West Friendly Avenue will be of masonry and/or stucco finish with storefront windows and a standing seam metal roof where visible from the street and will be constructed in substantial conformity with the elevations filed with Greensboro Planning and identified as Exhibit B.
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