

**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:** C  
**Location:** South side of E. Market Street between Durham Street and S. Raleigh Street

**Applicant:** Jesse J. Morehead  
**Owner:** Morehead Heating & Air Conditioning, Inc.

**From:** LI  
**To:** CD-GB

**Conditions:** 1) All uses allowed in GB except any use with drive-through service shall not be permitted, as well as gasoline service stations and convenience stores with fuel pumps.  
2) Existing building shall be retained and renovated.

<b>SITE INFORMATION</b>	
<b>Maximum Developable Units</b>	N/A
<b>Net Density</b>	N/A
<b>Existing Land Use</b>	Vacant Building
<b>Acreage</b>	0.327
<b>Physical Characteristics</b>	<i>Topography:</i> Generally flat <i>Vegetation:</i> Foundation plantings <i>Other:</i> N/A
<b>Overlay Districts</b>	N/A
<b>Historic District/Resources</b>	N/A
<b>Generalized Future Land Use</b>	Mixed Use Commercial/Mixed Use Residential
<b>Other</b>	N/A

<b>SURROUNDING ZONING AND LAND USE</b>		
<b>Location</b>	<b>Land Use</b>	<b>Zoning</b>
<i>North</i>	Undeveloped	RM-18
<i>South</i>	Undeveloped	RM-18
<i>East</i>	Single Family Residential	RM-18
<i>West</i>	Office Building	LI

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

<b>DIFFERENCES BETWEEN LI (EXISTING) AND CD-GB (PROPOSED) ZONING DISTRICTS</b>
<b>LI:</b> 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.
<b>CD-GB:</b> 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. See Conditions for use limitations and other restriction.

<b>TRANSPORTATION</b>	
<b>Street Classification</b>	E. Market Street – Major Thoroughfare.
<b>Site Access</b>	A maximum of one access point will be approved for this development. All access points must meet City of Greensboro Standards.
<b>Traffic Counts</b>	E. Market Street ADT = 18,761.
<b>Trip Generation</b>	N/A.
<b>Sidewalks</b>	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.
<b>Transit</b>	Yes.
<b>Traffic Impact Study</b>	Not required per TIS Ordinance.
<b>Street Connectivity</b>	N/A.
<b>Other</b>	N/A.

<b>ENVIRONMENTAL REVIEW</b>	
<b>Water Supply Watershed</b>	No, Site drains to South Buffalo Creek and North Buffalo Creek
<b>Floodplains</b>	N/A
<b>Streams</b>	N/A
<b>Other</b>	N/A

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
North	15% of the total site for lots less than 55,000 square feet
South	
East	
West	

**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.

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.

POLICY 7A.2: Encourage “home-grown” and community-based businesses and entrepreneurs with special emphasis on increasing the number of minority-owned businesses in traditionally underserved parts of the community.

**Connections 2025 Map Policies:**

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

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.

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.

## 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:** Since the UDO was adopted there have been two rezoning requests to General Business for property in this immediate area.

- 1) A request to rezone from Residential 75 to GB for the lot at the northwest quadrant of East Market Street and Durham Street was approved by the Zoning Commission in 1992 – this was one of the first rezonings that was approved under the newly effective UDO.
- 2) A request to rezone from RM-18 to GB for the lot west of and adjacent to the request in 1) above was approved by the Zoning Commission in July 2001.

The property east of and adjacent to the subject property was rezoned from LI to RM-18 by City Council in August 1993.

This request meets both the Reinvestment/Infill Goal and the Economic Development Goal as described above.

East Market Street is a designated Redevelopment Corridor on the Growth Strategy Map of Connections 2025. Reinvestment Corridors are older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods. This proposal offers a good opportunity for adaptive reuse of the existing building which is also consistent with redevelopment goals.

**GDOT:** Phase 2 of the E. Market Street streetscape project is scheduled to finish construction by Summer of 2007.

**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.