

**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: G
Location: North side of Vanstory Street between Veasley Street and Pinecroft Road
Applicant: Richard Franks
Owner: Koury Corporation
From: RS-12 and GO-H
To: SC
Conditions: N/A

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	Single Family Residential, Undeveloped
Acreage	10.05
Physical Characteristics	<i>Topography:</i> Rolling <i>Vegetation:</i> Wooded portions <i>Other:</i> N/A
Overlay Districts	N/A
Historic District/Resources	N/A
Generalized Future Land Use	Mixed Use Commercial
Other	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Undeveloped	SC
<i>South</i>	Smith High School, Single Family Residential, City of Greensboro Athletic Fields	PI
<i>East</i>	Bellsouth Office Building	GO-H
<i>West</i>	Rolling Roads Baptist Church, Single Family Residential	RS-12, GO-H

ZONING HISTORY		
Case #	Year	Request Summary
		This property has been zoned RS-12 & GO-H since July 1, 1992. Prior to the implementation of the UDO, it was zoned Residential 120S and Institutional 100, respectively.

DIFFERENCES BETWEEN RS-12 & GO-H (EXISTING) AND SC (PROPOSED) ZONING DISTRICTS
RS-12: Primarily intended to accommodate moderate density single family detached dwellings in developments where public water and sewer service is required. The overall gross density will typically be 3.0 units per acre or less.
GO-H: Primarily intended to accommodate high intensity office and institutional uses, high density residential uses at a density of 26.0 units per acre or less, and supporting service uses.
SC: Primarily intended to accommodate a wide range of high intensity retail and service developments meeting the shopping needs of the community and the region. The district is established on large sites to provide locations for major developments which contain multiple uses, shared parking and drives, and coordinated signage and landscaping.

TRANSPORTATION	
Street Classification	Pineroft Road – Collector Street, Vanstony Street – Collector Street, Veasley Street – Collector Street, Koury Boulevard – Collector Street.
Site Access	There are existing driveways. The proposed access points are either being modified, combined, or relocated. All access points must meet City of Greensboro Standards.
Traffic Counts	Pineroft Road ADT = 12,700, Vanstony Road ADT = 7,337.
Trip Generation	24 Hour = 7,253, PM Peak Hour = 930, Saturday Peak Hour = 1,942.
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	Yes required per TIS Ordinance. Please see the Additional Information section of this staff report for the Executive Summary of TIS.
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	Underground detention system may be required to handle the proposed storm water runoff.

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
<i>North</i>	N/A (to be developed in conjunction with adjacent tract)
<i>South</i>	Street Yard - 8' avg. width; 2 canopy/100', 4 understory/100', 17shrubs/100'
<i>East</i>	Type D Yard - 5' avg. width; 2 understory/100', 18 shrubs/100'
<i>West</i>	Street Yard - 8' avg. width; 2 canopy/100', 4 understory/100', 17shrubs/100'

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.

POLICY 5F.2: Improve design standards for new development to enhance community appearance and sense of place (visual impacts on adjacent 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

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:

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

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.

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: For illustrative purposes, a site plan submitted with the Transportation Impact Study (TIS) shows a 3,410-seat theater and associated parking on the subject property. Seawell Road has been closed. The area north of Seawell Road, which is presently zoned SC, will contain 82,550 square feet of retail and two 7,000 square foot restaurants according to the TIS site plan. Site preparation work is currently taking place on this tract to the north of the subject property.

The Shopping Center zoning classification is consistent with the Mixed Use Commercial land use classification designated on the Generalized Future Land Use Map of Connections 2025. However, given the tract’s location within a designated Activity Center staff feels it is important to add some type of higher intensity residential uses in order to achieve a true mixture of uses within this area. The immediate presence of recreational, educational and service uses further supports such residential uses. Staff feels it is also important to facilitate pedestrian connections within the development and to the nearby neighborhood on the south side of Vanstory Street. Any buildings adjacent to Vanstory Street should be oriented to reduce negative visual impacts on surrounding tracts.

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

GDOT: No additional comments.

Water Resources: No additional comments.

Housing & Community Development: This site is an ideal location for development of a mixed-use project, as a means of reducing traffic congestion, expanding variety of housing choices, promoting walkability, and supporting overall goals of the Connections 2025 Comprehensive Plan. Accordingly, applicant is encouraged to consider including residential units in plans for this site and adjacent site to immediate north.

STAFF RECOMMENDATION

Based on all the information contained in this report, the Planning Department recommends approval.

ADDITIONAL INFORMATION

Koury Pineroft Road Site -Traffic Impact Analysis
Prepared for the Koury Corporation
Revised September 28, 2009

Executive Summary

The Koury Corporation proposes to develop a commercial development off Pineroft Road in Greensboro, NC (see figure 1). The site plan proposes 82,550 square feet of retail, two 7,000 square foot restaurants, and a 3,418 seat theater. The project proposes five (5) full access points; two located on Veasley Street, one located on Vanstory Street, one located on Koury Boulevard, and one located on Pineroft Road (See site plan).

The City of Greensboro has requested a traffic analysis to determine the effect of this proposed project. Transportation engineering consultant firm *John Davenport Engineering Inc.* was contracted to provide the traffic study for this proposed development. The following intersections were included in the study:

- High Point Road @ Koury Boulevard/Veasley Street
- High Point Road @ Pineroft Road
- Pineroft Road @ Koury Boulevard
- Pineroft Road @ Seawell/Four Seasons Towne Center/Access Point #1
- Pineroft Road @ Vanstory Street
- Veasley Street @ Access Point #3
- Koury Boulevard @ Veasley Street
- Koury Boulevard @ Access Point #2
- Vanstory Street @ Access Point #5
- Veasley Street @ Vanstory Street
- Veasley Street @ Access Point #4

These intersections were analyzed for the following scenarios:

- 2006 Existing Conditions
- 2008 Future No-Build Conditions
- 2008 Future Build conditions

The proposed build-out year for this development is 2008. Based on the Institute of Transportation Engineers Trip Generation Manual, this proposed development is expected to generate approximately 7,253 daily trips. The peak hour trip generation calculations indicate that this proposed site will generate significantly more traffic during the PM peak than the AM peak (139 trips versus 930 trips). This is because

many of the proposed uses are not open during the AM peak. Because of this, only the PM peak was analyzed. Additionally, the intersections along Pincroft Road were analyzed for the Saturday Midday Peak (11 AM to 2 PM). A full trip generation table can be found on page 9 of the report.

The following level of service table represents the summary for the projected impact of this development:

Level of Service Table - Weekday PM Peak (4-6 PM)			
	2006 Existing	2008 Future No-Build	2008 Build
<u>Intersection</u>	LOS (delay in seconds) - PM Peak Only		
High Point Road @ Pine Croft Road	E (64.2)	F (99.2)	F (114.0)
Pincroft Road @ Koury Boulevard	C (25.8)	C (25.2)	C (25.1)
Pincroft Road @ Seawell/ Access 1	A (7.4)	A (7.5)	B (12.0)
Pincroft Road @ Vanstory	C (21.2)	C (21.3)	B (19.4)
*Access 5 @ Vanstory			B (12.9) SBL
*Veasley Street @ Vanstory	B (10.9) SBL	B (11.1) SBL	B (11.1) SBL
*Veasley Street @ Access 4			A (9.3) WBL
*Veasley Street @ Access 3			A (8.9) WBL
*Veasley Street @ Koury Boulevard	B (10.9) NBL	B (11.1) NBL	C (15.6) NBL
*Access 2 @ Four Seasons			B (11.7) NBL
Koury Boulevard @ High Point Road	B (14.4)	B (14.4)	C (20.7)
<i>*Note that for unsignalized intersections the worst approach LOS is presented</i>			

Level of Service Table - Saturday Midday Peak (11 AM - 2 PM)			
	2006 Existing	2008 Future No-Build	2008 Build
<u>Intersection</u>	LOS (delay in seconds)		
Pineroft Road @ Koury Boulevard	C (27.8)	C (28.4)	C (28.7)
Pineroft Road @ Seawell/ Access 1	A (5.9)	A (6.0)	B (17.8)
Pineroft Road @ Vanstory Street	B (19.2)	B (19.3)	B (17.6)
<i>All intersections above are signalized - Timing provided by GDOT</i>			

Based on the traffic analysis results, the following recommendations are made:

For the proposed accesses 2 thru 5, it is recommended that separate left and right turn lanes be constructed on the new approach. At the main access which is currently Seawell Street, separate left and right/thru lanes are needed. The left turn lane should have as much storage as the site will allow for vehicles exiting the site. Additionally, GDOT will need to monitor this approach, particularly the eastbound left turn to determine if/when the traffic signal should be modified to allow for a protected-permitted movement.

Our level of service analysis indicates that the intersection of High Point Road and Pineroft Road currently operates at a LOS F during the PM peak, and that these conditions will be the same regardless of whether this project is built or not. This intersection is already built-out, so there is little beyond signal optimization that will improve the LOS. Additionally, this project is projected to have only a 6% increase in traffic on the intersection. Because of this, no geometric improvements are recommended.

Finally, the east and westbound left turn movements at the intersection of High Point Road and Koury Boulevard are projected to be a LOS F during the build-out year. The projected left turn volumes are relatively low (< 100), therefore no changes in signal phasing is recommended at this time. It is recommended that GDOT monitor this intersection to determine if/when the traffic signal should be modified to allow for protected-permitted movements on the east and westbound approaches.

This commercial project is planned for a well developed commercial area. There is currently a significant amount of infrastructure in place to handle the existing development. Because of this, there is capacity in most places to absorb the projected traffic from this proposed project. With the exception of the High Point Road/Pineroft

Road intersection, all of the study intersections should operate at a LOS D or better. The projected delay at the High Point/Pineroft intersection is only minimally impacted by the construction of this development. The recommended improvements should address any projected deficiencies. Over-all, this project is not expected to have a serious impact on any of the studied intersections.