

**City of Greensboro Planning Department
Zoning Staff Report
December 10, 2007 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: F
Location: 6627, 6701 & 6705 W. Friendly Avenue & 613 Pompano Drive (south side of West Friendly Avenue between Forsythia Drive and Nora Drive)
Applicant: Mega Builders, LLC – c/o Derek J. Allen
Owner: First Baptist Church; Robert and Linda Shaw; and Robert Shaw, Barbara Twining & Ann Shaw
From: CD-GB (#1968-21), CD-GB (#2526) & RS-12
To: CD-RM-18
Conditions: 1) Uses: Multifamily.
 2) The maximum number of multifamily units shall be 228.

SITE INFORMATION	
Maximum Developable Units	228
Net Density	17.1
Existing Land Use	Former Friendly Road Inn restaurant and occupied single family home
Acreage	13.27
Physical Characteristics	<i>Topography:</i> slopes towards pond in center of property (generally to the east and south) <i>Vegetation:</i> some mature trees around perimeter <i>Other:</i> existing pond in middle of site
Overlay Districts	N/A
Historic District/Resources	N/A
Generalized Future Land Use	High Residential
Other	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Carriage Crossing Townhomes and Carriage Village Apartments	CD-RM-8
<i>South</i>	Guilford Primary School	PI
<i>East</i>	Lakewood Apartments	RM-12
<i>West</i>	Single family homes	RS-12

ZONING HISTORY		
Case #	Year	Request Summary
1968-21	1984	Original zoning of Conditional Use – Commercial N was established by City Council upon annexation of the property. This was converted to CU-GB at the time of city-wide remapping to implement the UDO on July 1, 1992.
2526	1996	A 0.62-acre portion of the property was rezoned from RS-12 to CD-GB by the Zoning Commission in October 1996 to permit a freestanding sign to be erected on that portion of the property. The remainder of the subject property has been zoned RS-12 since July 1, 1992. Prior to the implementation of the UDO, it was zoned Residential 120S.

DIFFERENCES BETWEEN CD-GB & RS-12 (EXISTING) AND CD-RM-18 (PROPOSED) ZONING DISTRICTS
CD-GB: 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. CD-GB #1968-21 limits use of the property to one restaurant and accessory uses and CD-GB #2526 specifies that the property can only be used for a sign, a maximum of 20 feet in height, and parking for the adjoining use.
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.
CD-RM-18: Primarily intended to accommodate multifamily uses at a density of 18.0 units per acre or less. See Conditions for use limitation and other restriction.

TRANSPORTATION	
Street Classification	Friendly Avenue – Major Thoroughfare.
Site Access	One access proposed in the same location as Pompano Drive. All access(s) must be designed and constructed to the City of Greensboro standards.
Traffic Counts	Friendly Avenue ADT = 15,700.
Trip Generation	24 Hour = 1,376, AM Peak Hour = 104, PM Peak Hour = 129.
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	No.
Traffic Impact Study	Yes required per TIS Ordinance. Please see the additional information section of this staff report for the Executive Summary and recommendations of the TIS.
Street Connectivity	N/A
Other	N/A

ENVIRONMENTAL REVIEW	
Water Supply Watershed	Yes, site drains to Greensboro Watersupply Watershed (WSIII)
Floodplains	Floodplain Development Permit Required for development in the floodplain. Site must meet floodplain development ordinance
Streams	Perennial streams in water supply watershed areas require a 50ft buffer on each side of the stream, first 15ft undisturbed, next 35ft max.BUA 50%.
Other	Maximum built upon area (BUA) per watershed density is 70% of the site acreage for high density development. If high density development (24%-70% of BUA) is proposed all the built upon area must drain and get treated by a State approved water quality device (pond or similar). If low density development is proposed site must meet score sheet requirements.

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
<i>North</i>	Street Yard - 8' avg. width; 2 canopy/100', 17shrubs/100'
<i>South</i>	Type D Yard – 5' minimum width; 2 understory/100'; 18 shrubs/100'
<i>East</i>	Type D Yard – 5' minimum width; 2 understory/100'; 18 shrubs/100'
<i>West</i>	Type C Yard - 20' avg. width; 2 canopy/100'; 3 understory/100', 17 shrubs/100'

CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

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.

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.

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

Connections 2025 Map Policies:

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

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.

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: This extended area along W. Friendly Avenue has developed over time to contain a true mix of single family and multifamily land uses. The most recent approval for multifamily units concerned the 2.3 acre tract at the southeast quadrant of West Friendly Avenue and Friendway Road. That property was rezoned by the Zoning Commission on July 10, 2006 to CD-RM-18 to accommodate townhomes designed for sale with a maximum of 27 units.

This rezoning proposal is consistent with a number of Connections 2025 goals and policies. It promotes compact development, mixed-income neighborhoods, and the diversification of new housing stock to meet the needs for suitable, affordable housing. This request is also compatible with the High Residential land use classification on the Generalized Future Land Use Map of the Comprehensive Plan. However another Plan policy is the protection of established neighborhoods from potential negative impacts of development (noise, light, etc.).

Staff has noted that this request is more intense than previously approved rezonings in the general vicinity. Most of the zoning districts to the north and east of the proposed development are generally CD-RM-12 and CD-RM-8 districts. Staff is most concerned with the relationship of the proposed development to the adjacent single family neighborhood directly to the west. The applicant has informed staff of the intent to add the following additional conditions:

- All exterior lighting in the parking areas shall be directed towards the interior of the property.
- The planting yard along the western line of the subject property shall be a minimum of thirty (30) feet wide.
- The planting rate within the planting yard along the western line of the subject property shall be double the required "C" yard planting rate. The planting yard shall include evergreen understory trees and be placed at the top of the slope, to the extent feasible, to provide a visual screen to the adjacent properties to the west.
- All buildings shall be limited to three (3) above ground stories.

Due to the intention to add the above mentioned conditions staff feels that the potential incompatibility with the single family neighborhood to the west has been somewhat minimized. Alternatively, reducing the density would also be a way to further minimize the potential incompatibility.

GDOT: The interchange on Friendly Avenue and the Western Urban Loop, limits from I-40 to Bryan Boulevard, are scheduled to open early 2008.

Water Resources: Possibility of wetlands on site. If any wetland disturbance and or any stream crossing / disturbance proposed, appropriate permits must be obtained from the State and U.S. Army Corps of Engineers prior to any disturbance. Open channels that carry public runoff require a properly sized DMUE.

Housing & Community Development: The planned course of the Bicentennial Greenway, as delineated in the Greensboro Urban Area Bicycle, Pedestrian, & Greenways Plan, is very close to this site. The greenway passes through the joint campus of Guilford Primary School and Western Guilford High School, along Fuquay Place to Friendway Road. The long-term livability of this proposed re-zoning and development would be greatly enhanced by including a pedestrian connection near the southeast corner of the site, near the northern end of the small gravel path that extends from Fuquay Place, in order to facilitate access to the schools and to the planned Bicentennial Greenway in the southbound direction (northbound can be readily accessed by crossing Friendly Avenue).

STAFF RECOMMENDATION

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

ADDITIONAL INFORMATION

West Friendly Apartments Project - Traffic Impact Analysis
Prepared for West Friendly Apartments, LLC.
September 24, 2007

Final Executive Summary

The proposed *West Friendly Apartments* development is located on Pompano Drive between Stage Coach Trail and Friendly Road in Guilford County, North Carolina. As currently planned, the proposed development will consist of a 204 unit residential apartment complex and is envisioned to be completed (built-out) in 2009. The site plan shows one access point located via Pompano Drive on West Friendly Drive (see Figure 1 - site plan). John Davenport Engineering, Inc. was retained to determine the potential traffic impacts of this development and to identify transportation improvements that may be required to accommodate the impacts of both background traffic and new development traffic.

The analysis year for this project was assumed to be 2012 even though the build-out for this project is 2009. This assumption was made in order to provide a basis for comparison for Site only and Site plus offsite future build out conditions. The AM and PM peaks were analyzed.

The Greensboro Department of Transportation (GDOT) was contacted to obtain background information and to ascertain the elements to be covered in this Traffic Impact Analysis (TIA). Information regarding the property was provided by West Friendly Apartments, LLC.

Per Greensboro DOT, the few approved developments in the study area were not required to have a traffic study completed. There is a condominium complex on the north side of Friendly Avenue, approved in 2006, that will contain 156 units at full build-out. It was assumed that the 3.0% per year annual growth rate would be adequate to account for this development.

The Stratton Commercial development is proposed just west of I-840 (Painter Boulevard). This project is also in the approval process, however because of its size, it was included in a separate analysis scenario (in case both projects are approved). This project includes a 37,930 square foot grocery store, 16,500 square feet of retail and a convenience store. Based on this, the development is expected to generate 11,062 trips per day. The Traffic Impact Assessment for this project was conducted by John Davenport Engineering, Inc. Site trips from this off-site development were incorporated in the 2012 future build-out analysis to simulate the worst-case scenario when Painter Boulevard is fully operational and the proposed Stratton development is completed.

Table 4.2 -ITE Trip Generation								
West Friendly Apartments, LLC								
Summary of West Friendly Apartments Project- Trip Generation Table								
27-Sep-07								
Average Weekday Driveway Volumes				24 Hour Two-Way	AM Peak Hour		PM Peak Hour	
Land Use	ITE Land Code	Size		Volume	Enter	Exit	Enter	Exit
Apartments	220	204	Dwelling Units	1376	21	83	84	45
New Trips				1,376	21	83	84	45

The following table represents the summary of the level of service analysis for the existing; future no-build, and future build scenarios.

Table 5.2 - LOS Table					
	Scenarios	W. Friendly Avenue @ Painter Boulevard	Stage Coach Trail @ W. Friendly Avenue	Pompano Road @ W. Friendly Avenue	Friendly Road @ W. Friendly Avenue
AM Peak	2007 Existing		C (22.5)	B (13.7) SB Approach	B (14.0)
	2012 Future No-Build	C (24.6)	C (26.7)	C (15.1) SB Approach	B (18.2)
	2012 Future Build (Site Only)	C (23.9)	C (27.2)	C (15.9) SB Approach	B (19.6)
	2012 Future Build (Site + Offsite)	C (25.1)	C (27.2)	C (16.7) SB Approach	C (21.0)
PM Peak	2007 Existing		B (14.6)	B (11.9) SB Approach	B (12.1)
	2012 Future No-Build	C (28.7)	B (14.3)	B (11.8) SB Approach	B (13.0)
	2012 Future Build (Site Only)	C (28.7)	B (14.9)	C (16.2) NB Approach	B (13.1)
	2012 Future Build (Site + Offsite)	C (30.0)	B (17.2)	C (17.5) NB Approach	B (15.4)
LOS (delay in seconds)		(***) = delay exceeds modeling capacity			

The following table contains a summary of our recommendations. The existing and recommended lane geometry at the study intersections for site only and site + off-site scenarios are shown in Figure 11.

Table 7.0 Recommended Improvement Summary Table		
	<u>Site Only</u>	<u>Site+Offsite</u>
West Friendly Avenue and Painter Boulevard	None required	None required
West Friendly Avenue and Stagecoach Trail	None required	None required
West Friendly Avenue and Pompano Drive	Construct an eastbound right turn lane with 100 feet of storage	Same as site only
West Friendly Avenue and Friendway Road	None required	None required

This analysis has been conducted based on the scope given by the City of Greensboro Department of Transportation. We have made recommendations on turn lane improvements required due to the development for this site only and a combination of site and off-site scenarios. Coordination will be necessary with the City as well as the NCDOT to implement these recommendations. In conclusion, our analysis indicates that with the addition of the abovementioned recommended improvements, the surrounding network can accommodate the development of this project.