

**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: B
Location: North side of West Market Street opposite Winola Court

Applicant: Sergio Gonzalez
Owner: Sergio Gonzalez

From: LI
To: CD-GB

Conditions: 1) All uses permitted in the GB zoning district except convenience stores with fuel pumps and any use requiring drive-through service.
2) Maximum of one vehicular access point on W. Market Street.

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	Vacant Retail-Warehouse Building
Acreage	0.351
Physical Characteristics	<i>Topography:</i> Downward eastern slope <i>Vegetation:</i> N/A <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>	Single Family Residential	RS-12
<i>South</i>	Shopping Center	CD-GB
<i>East</i>	Farmers Insurance, GMAC Insurance, Ben's Barber Shop	GO-M
<i>West</i>	Petroleum Equipment and Service Inc.	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 CD-GB (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.
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. See Conditions for use limitations and other restriction.

TRANSPORTATION	
Street Classification	W. Market Street – Major Thoroughfare, Winola Court – Local Street.
Site Access	A maximum of one access point will be approved for this development. All access points must meet City of Greensboro Standards.
Traffic Counts	W. Market Street ADT = 24,270.
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
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 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: This section of the West Market Street corridor has been transitioning from Light Industrial to commercial zoning over time. Two recent rezoning requests to CD-GB have taken place in close proximity to the subject property:

- 1) A request from LI to CD-GB (#3350) for a 3.4-acre tract on the south side of West Market Street between Winola Court and South Walnut Circle was approved by the Zoning Commission in April 2005.
- 2) A request from RS-20 to CD-GB (#3389) for a 0.7-acre lot on the south side of West Market Street between Edwardia Drive and Winola Court was approved by the Zoning Commission in October 2005.

This request meets both the Reinvestment/Infill Goal and the Economic Development Goal. Furthermore, it meets Policy 7A.2 as described above.

West 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 request is in keeping with this policy by facilitating private reinvestment on an underutilized property.

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.