City of Greensboro Planning Department
Zoning Staff Report
September 11, 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: 400 Pisgah Church Road (Northwest quadrant of Pisgah Church Road and Scottsdale Road)

Applicant: Bank of Oak Ridge
Owner: Bank of Oak Ridge

From: CD-GB
To: CD-GB

Conditions:

1) Uses: All uses permitted in GB, with the exception of the following: (a) Agricultural Uses; (b) Recreational Uses; (c) the following Business and Professional Services: auto rental or leasing; boat repairs; building maintenance and services; equipment rental & leasing; furniture repair shops; hotels & motels; laundromats, coin operated and/or plants; motion picture production; pest or termite control services; professional membership organizations; security services; shoe repair; taxidermists; television, radio, or electronic repairs; indoor theatre; tourist homes; truck and utility trailer rentals; vocational, business, or secretarial schools; advertising services, outdoor; (d) Transportation, Warehousing and Utility Uses; (e) Manufacturing and Industrial Uses; (f) Other Uses: arts & craft shows; carnivals; Christmas tree sales.
2) Maximum square footage of buildings shall be limited to 10,000 sq. ft.
3) Pylon signage up to 8 feet in height will be allowed within the proposed development with surface area as allowed within the City of Greensboro Development Ordinance.
4) A requirement that site lighting will be designed in a manner to eliminate direct illumination onto adjacent properties and that site lighting standards and fixtures not exceed 20 feet in height.
5) Building will not exceed 40 feet in height.
6) All trash handling areas will be screened from public view.
7) Sidewalks meeting City standards will be constructed along Pisgah Church Road and along the property edge on Scottsdale Road.
8) Any building in excess of 7,000 square feet shall not have an expanse wider than 50 feet nor be higher than 40 feet without detail or articulation.
9) Within the required 8 foot street yard along Pisgah Church Road right-of-way, the applicant will plant evergreen shrubs at a rate of 34 per 100 linear feet.
10) A 200 square foot minimum planting area will be provided between every four parking spaces in the parking areas that are immediately adjacent to the 8 foot street planting yard along Pisgah Church Road, and each such planting area will

be planted with a large maturing canopy tree or two understory trees depending on the location of existing and future overhead utilities.

11) The design and layout of the property shall incorporate similar and complimentary architectural features and be compatible with the TRC approved plan for Conditional Zoning District #3244.

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	Vacant land (former Idlewood Apartments have been removed)
Acreage	1.299
Physical Characteristics	*Topography:* Slopes down northward *Vegetation:* Grass / mature trees *Other:* 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**
North	Single Family Dwelling	Co. RS-40
South	North Elm Village Shopping Center	CD-SC
East	Wachovia Branch Bank & Gospel Baptist Church	CD-GB
West	First Citizens Branch Bank	CD-LB

ZONING HISTORY		
Case #	**Year**	**Request Summary**
3279	2004	A request to rezone from RM-12 to CD-GB was approved by the Zoning Commission on September 13, 2004.

DIFFERENCES BETWEEN CD-GB (EXISTING) AND CD-GB (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. All conditions are the same except as noted below. Current condition reads as follows: **3)** No pylon signage will be allowed within the proposed development. All signage along Pisgah Church Rd. frontage will be monument signage, limited to six feet in height, with surface area as allowed within the City of Greensboro Development Ordinance. **5)** Building will not exceed 30 feet in height. **8)** Any building in excess of 7,000 square feet shall not have an expanse wider than 50 feet nor be higher than 20 feet without detail or articulation.
CD-GB: New condition reads as follows: **3)** Pylon signage up to 8 feet in height will be allowed with the proposed development with surface area as allowed within the City of Greensboro Development Ordinance. **5)** Building will not exceed 40 feet in height. **8)** Any building in excess of 7,000 square feet shall not have an expanse wider than 50 feet nor be higher than 40 feet without detail or articulation.

TRANSPORTATION	
Street Classification	Pisgah Church Road – Major Thoroughfare, Scottsdale Road – Local Street.
Site Access	Existing approved TRC plan. One proposed to Pisgah Church Road and one proposed to Scottsdale Road. All access points must meet the City of Greensboro Standards.
Traffic Counts	Pisgah Church Road ADT = 18,252.
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	Yes, site drains to Greensboro Watershed
Floodplains	N/A
Streams	N/A
Other	All existing and proposed BUA must be treated by State approved device (BMP). Low density development is from 0-24% of built upon area. High density development is from 24-70% of built upon area. Maximum BUA allowed is 70% of site acreage (High Density option).

LANDSCAPING REQUIREMENTS	
Location	**Required Planting Yard Type and Rate**
North	Type B Yard - 30' avg. width; 3 canopy/100'; 5 understory/100', 25 shrubs/100'
South	Street Yard - 8' avg. width; 2 canopy/100', 4 understory/100', 34 shrubs/100'
East	Street Yard - 8' avg. width; 2 canopy/100', 4 understory/100', 17shrubs/100'
West	Type D Yard - 5' avg. width; 2 understory/100', 18 shrubs/100'

CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

Connections 2025 Written Policies:

Man-made Environment Goal: Preserve and enhance the character and visual quality of Greensboro's built environment, including historic resources, private developments, and public landscapes.

POLICY 4C: Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life.

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

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.

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: The Pisgah Church Road/Lees Chapel Road Corridor Study (June 1996) called for the area on the north side of Pisgah Church Road to be annexed and developed with moderate density, low to moderate value housing, especially multifamily, or Limited Office uses in large tract developments. The LO zoning was encouraged to prevent strip commercial development between the North Elm Street and Church Street commercial nodes.

This study also recommended that the Pisgah Church Road/Lees Chapel Road Corridor should be given a Scenic Corridor Overlay Zoning District designation. Among other provisions, the Corridor Study called for use restrictions, tree preservation, screening requirements, sign controls, installation of sidewalks, restrictions on building materials, minimization of curb cuts, and increased street planting yards.

Other Plans: N/A

STAFF COMMENTS

Planning: North Elm Village was initially rezoned to commercial by City Council in 1989. An expansion of that commercial zoning was approved by the Zoning Commission in 1990. The Conditional District – Planned Unit Development – Infill zoning was approved by the Zoning Commission in September 2002.

The First Citizens Bank and BP convenience store/gas station parcels were originally zoned to commercial by City Council when the properties were annexed on June 30, 1992. The CD-LB parcel north of the convenience store/gas station on the east side of North Elm Street was rezoned by City Council to that commercial classification in November 1999.

The 3.5-acre tract on the north side of Pisgah Church Road east of Scottsdale Road was rezoned to CD-GB by the Zoning Commission in June 2004. The parcel immediately to the east of that tract was rezoned/originally zoned to CD-GB with an effective date of March 31, 2004.

As staff has pointed out in the past, a significant concern for the Pisgah Church Road corridor is to avoid typical strip commercial, piecemeal development. One particular concern involves maintaining the established character through the use of lower freestanding and/or monument signage. A maximum sign height of 8 feet is consistent with the character of the area.

While this rezoning proposal does not meet the definition of Mixed Use Commercial in its purest sense, the conditions carried over by the applicant involve elements that are supported by Connections 2025 policies that call for higher standards of development. Due to the size and narrow configuration of the site, staff feels that these additional design elements assist in mitigating the lack of mixed use and, therefore, the development is supported by the Comprehensive Plan and appearance standards that relate to a potential scenic corridor.

GDOT: No additional comments.

Water Resources: No additional comments.

STAFF RECOMMENDATION

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