



Z-12-03-004

**Planning & Community Development
Zoning Staff Report and Plan Amendment Evaluation**

Zoning Commission Hearing Date: March 12, 2012

GENERAL INFORMATION

APPLICANT Anthony Dunk for Cascades Grandview, LLC.

HEARING TYPE Rezoning

REQUEST **O** (Office) to
CD-C-M (Conditional District- Commercial Medium)

CONDITIONS 1. Uses: Limited to all eating and drinking establishments without drive-through facilities, all office uses permitted in the C-M (Commercial-Medium) zoning district and all indoor recreation.

LOCATION A portion of **830 West Market Street**, generally described as north of West Market Street, south of West Friendly Avenue and east of Wilson Street.

PARCEL ID NUMBER(S) **7864363651 (a portion of)**

PUBLIC NOTIFICATION The notification area for this public hearing was 600 feet (Chapter 30-4-1.4 of the Land Development Ordinance requires notification of the owner of that parcel of land and the owners of all parcels of land adjoining and contiguous to that parcel of land as shown on the County tax listing). **102** notices were mailed to those property owners in the mailing area.

TRACT SIZE ~1.30 Acres

TOPOGRAPHY Generally flat

VEGETATION Institutional Landscaping

SITE DATA

Existing Use	Offices and Indoor recreation.
Adjacent Zoning	Adjacent Land Uses
N O (Office)	Multi-Family dwellings
E LI (Light Industrial)	Environmental research and office uses
W O (Office)	Multi-Family dwellings
S PI (Public and Institutional)	Educational Facilities (Greensboro College)

Zoning History

Case #	Date	Request Summary
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This property has been zoned O-(Office) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO), it was zoned GO-H (General Office-Heavy).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (O)	Requested (CD-C-M)
Max. Density:	26.0 dwelling units per acre	N/A
Typical Uses	Primarily intended to accommodate moderate-to-high intensity office and institutional uses, supporting service and retail uses.	Primarily intended to accommodate a wide range of retail, service and office uses located along thoroughfares which have developed with minimal front setbacks.

**These regulations may not reflect all requirements for all situations; see the City of Greensboro Development Ordinance for all applicable regulations for site requirements for this zoning district.*

SPECIAL INFORMATION

Overlay District Ordinance/Historic Preservation – N/A

Environmental/Soils

Water Supply Watershed	Site drains to North Buffalo Creek
Floodplains	N/A
Streams	N/A
Other:	N/A

Utilities

Potable Water	Available
Waste Water	Available

Airport Noise Cone

The subject property is not located in the Airport Noise Cone.

Landscaping Requirements

Not applicable until such time as a development plan is submitted to TRC.

Tree Preservation Requirements

Acreage	Requirements
1.3 ac	Not applicable until such time as a development plan is submitted to TRC.

Transportation

Street Classification:	Market Street – Major Thoroughfare; Wilson Street – Collector street
Site Access:	All access(s) must be designed and constructed to the City of Greensboro standards.
Traffic Counts:	Market Street ADT = 14,477 vpd (2009, GDOT)
Trip Generation:	N/A.
Sidewalks:	Sidewalks are a requirement of the Development Ordinance. 5' sidewalk with a 5' 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. Sidewalk does exist along the frontage of this property.
Transit in Vicinity:	Yes, GTA routes 1, 7, 8, and 9 along Friendly Avenue and Market Street
Traffic Impact Study: (TIS)	No TIS required per TIS Ordinance.
Street Connectivity:	N/A.
Other:	N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-C-M** (Conditional District- Commercial Medium) zoning would allow land uses that are compatible with the general character of the area.

Connections 2025 Comprehensive Plan Policies

The Generalized Future Land Use Map designates this location as **Mixed Use Residential**. The requested **CD-C-M** (Conditional District- Commercial Medium) zoning district is generally consistent with this GFLUM designation.

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 4A: Remove present impediments to infill and investment in urban areas.

Policy 4C: Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life in urban areas.

Land Use Goal 4.2 - Downtown: Promote reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the City while protecting its heritage and historic resources and enhancing its urban character.

Policy 4E: Promote diversification and intensification of Downtown Greensboro.

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 7C: Ensure that city land use policies and regulations allow for an adequate supply of land to accommodate economic development.

Connections 2025 Map Policies

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.

CONFORMITY WITH OTHER PLANS

City Plans

Consolidated Plan 2010-2014: Plan for a Resilient Community

Principle 2 – Promote Equitable, Affordable Housing: 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.

Goal A: Increase opportunities for choices in housing location, unit type and level of accessibility.

Principle 3 – Enhance Economic Competitiveness: Promote a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit economic development for all segments of the community, including under-served areas such as East Greensboro.

Goal A: Create a Proactive Planning Program to address existing/underutilized business areas near underserved neighborhoods and promote job location near labor force.

Principle 6 – Value Communities and Neighborhoods: 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.

Goal A: Promote coordinated transportation and land use decisions for broader livability throughout Greensboro.

Other Plans– N/A

Staff/Agency Comments

Community Development

Applicant is strongly encouraged to discuss this proposed rezoning and change of use with representatives of the Downtown Residents Association of Greensboro, the College Hill Neighborhood Association, the Westerwood Neighborhood, and the Cedar Street/Bellemeade Area Neighborhood.

The subject site is located within the area eligible for Urban Progress Zone tax credits (state).

Planning

The subject site is a portion of 830 West Market Street which currently consists of an office use, multi-family dwelling units and indoor recreational uses. The applicant is proposing to rezone only a portion (1.30 acres) of the site for eating and drinking establishments without drive-through facilities, all office uses permitted in the C-M (Commercial-Medium) zoning district and all indoor recreation (per use conditions).

This area of the city, which is in very close proximity to the CB (Central Business) zoning district, is developed with different intensities and densities of commercial, office, institutional and residential uses. Specifically to the south is Greensboro College, to the east are commercial establishments, to the north are multi-family dwellings and to the west are offices. Approving this request will help promote a diverse mix of uses, housing types, and densities in the general neighborhood without impacting the overall mix of uses found in this vicinity.

The Commercial-Medium zoning district is established to accommodate a wide range of retail, service and office uses along thoroughfares which have developed with minimal front setbacks. This proposal also meets both the Reinvestment/Infill Goal and the Economic Development goal of the Comprehensive Plan. This request, if approved will help promote sound investment in Greensboro's urban areas and neighborhoods and also promote a healthy, diversified economy with a strong tax base and opportunities for employment and entrepreneurship.

Staff believes that this request is consistent with the intent and purpose of the zoning code and the Comprehensive Plan (Connections 2025). Staff is also of the opinion that the request is generally compatible with the existing development and trend in the surrounding area.

STAFF RECOMMENDATION

Staff recommends **approval** of the requested **CD-C-M** (Conditional District- Commercial Medium) zoning district.