



Z-12-04-006

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

Zoning Commission Hearing Date: April 9, 2012

GENERAL INFORMATION

APPLICANT	Dyan Arkin for Redevelopment Commission of Greensboro and Samuel Pass et al.
HEARING TYPE	Rezoning
REQUEST	R-7 (Residential-Single Family) and CD-C-M (Conditional District- Commercial-Medium) to CD-C-M (Conditional District- Commercial-Medium).
CONDITIONS	<ol style="list-style-type: none">1. Uses: Limited to a tourist home (bed and breakfast), restaurant including facilities for banquets, catering and special events, and vocational training facility.2. The applicant shall preserve the existing building for the proposed uses and will not demolish, tear down, or otherwise materially alter the exterior of the existing structure.3. 725 Plott Street shall be combined with 422 Gorrell Street as one tract with what is known as the Magnolia House property.
LOCATION	422 Gorrell Street and 725 Plott Street , generally described as the southeast corner of the intersection of Gorrell Street and Plot Street.
PARCEL ID NUMBER(S)	7864834938 and 7864834838
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). 104 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~0.42 Acres
TOPOGRAPHY	Slopes to the east
VEGETATION	Residential landscaping

SITE DATA

Existing Use	Tourist Home	
	Adjacent Zoning	Adjacent Land Uses
N	R-7 (Residential-Single Family)	Duplex
E	R-7 (Residential-Single Family)	Multi-family
W	TN (Traditional Neighborhood)	South Murrow Boulevard right-of-way
S	R-5 (Residential-Single Family)	Single family

Zoning History

Case #	Date	Request Summary
2788	12/ 30/1999	<p>422 Gorrell Street was rezoned from RS-5 to CD-GB with the following conditions:</p> <ol style="list-style-type: none"> 1. A tourist home (bed and breakfast), restaurant including facilities for banquets, catering and special events, and vocational training facility 2. Existing building shall be restored and renovated. <p>With the adoption of the Land Development Ordinance (LDO) in 2010, the CD-GB zoning district converted to CD-C-M (Conditional District-Commercial Medium).</p> <p>725 Plott Street has been zoned R-7 (Residential Single-family) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO) it was zoned RS-5 (Residential single-family).</p>

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (R-7)	Existing (CD-C-M)	Requested (CD-C-M)
Max. Density:	7.0 dwelling units per acre	N/A	N/A
Typical Uses	Primarily intended to accommodate low to moderate density single-family detached residential developments.	Primarily intended to accommodate a wide range of retail, service and office uses.	Primarily intended to accommodate a wide range of retail, service and office uses.

**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

The subject site is located within the South Greensboro National Register Historic District and is a “contributing structure” to that district.

Environmental/Soils - Site drains to South Buffalo Creek

Water Supply Watershed Site drains to South Buffalo Creek, non-watersupply watershed

Floodplains N/A

Streams N/A

Other: If >1acre is to be disturbed, site must meet Phase 2 requirements. Quantity & Quality must be addressed

Utilities

Potable Water Available based on completed field investigation.

Waste Water

Airport Noise Cone

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

Landscaping Requirements

On lots of record that existed prior to July 1, 1992 that are less than 55,000 square feet in area, no development is required to landscape more than 15% of the site. Landscaping shall apply only to the expansion areas. Final landscaping requirements to be determined upon review of a development plan.

Plott St. - Street Yard – minimum width 10’; 2 canopy trees per 100’, 17 shrubs per 100’

South property line - Type B Yard – average width 25’; 3 canopy trees per 100’, 5 understory trees per 100’, 25 shrubs per 100’

East property Line - Type B Yard – average width 25’; 3 canopy trees per 100’, 5 understory trees per 100’, 25 shrubs per 100’

Parking Lot Landscaping

Requiring landscaping within parking areas is intended to shade and improve the attractiveness of large areas of pavement.

Required Landscaping

Parking lot planting yards must include at least one canopy tree for every 12 parking spaces.

Required canopy tree areas must be located within the parking lot. They may be located in landscape islands, landscape divider medians between rows of parking, or in driveway medians.

Islands or other planting areas for canopy trees must have a minimum area of 200 square feet with a minimum dimension of 7 feet, measured in any direction.

Islands or planting areas of less than 200 square feet may not be counted toward satisfying parking lot landscaping requirements.

The landowner may provide required landscape islands or planting areas using one or more of the planting area sizes below. Each parking space must be entirely within the designated distance of a parking lot planting area as specified below:

Table 10–4: Location of Parking Lot Planting Areas		
Size of Parking Lot Planting Area (sq. ft.)	Number of Trees In Planting Area	Max. Distance from Parking Space (feet)
200-499	1	100 (1)
500-899	3	130
(1) Canopy trees installed as part of a required planting yard that abuts the parking lot may be used for up to 50% of the required distance		

Grouping canopy trees within the same landscape island or planting area is strongly encouraged, even if this would decrease the number of islands within the parking lot.

When a parking lot or other vehicular use area abuts a vacant site or a site with the same land use classification as the subject site, a planting yard with a minimum width of 5 feet must be provided between the parking lot/vehicular use area and the abutting (interior) property line. This required planting area must be landscaped with at least 2 understory trees and 18 evergreen shrubs per 100 linear feet.

Trees used to satisfy the planting requirements for parking lot areas may not be counted toward the planting requirements for other required plantings on the site.

**Tree Preservation Requirements
Acreage**

Requirements

0.42 ac 1% of lot size or expansion area whichever applies.

Transportation

Street Classification: Gorrell Street – Collector street; Plott Street – Local street

Site Access: All access(s) must be designed and constructed to the City of Greensboro standards.

Traffic Counts: None available.

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. There is existing sidewalk along the frontage of this property.

Transit in Vicinity: Yes, GTA route 5 on Gorrell Street.

Traffic Impact Study: No TIS required per TIS Ordinance.
(TIS)

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 predominantly **Mixed Use Residential**, with a narrow section of **Low Residential (3 to 5 dwelling units per gross acre)** along the southern boundary of the subject site. The requested **CD-C-M** (Conditional District- Commercial-Medium) zoning district is generally consistent with this GFLUM designation.

Connections 2025 Written Policies

Land Use, Goal 4.1 – Growth Strategy: 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.

Community Character, Goal 5.2 – Man-Made Environment: Preserve and enhance the character and visual quality of Greensboro's built environment, including historic resources, private developments, and public landscapes.

Policy 5D: Preserve and promote Greensboro's historic resources and heritage.

Economic Development, Goal 7: 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: Target city investment and regulatory policies for 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.

Low Residential (3 to 5 dwelling units per gross acre) – This category includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within this density range. Although there are some existing residential areas in the City developed on lots greater than 1/3 acre, future residential developments and "conventional" subdivisions should generally maintain a gross density of no less than three dwellings per acre, except where environmental constraints (e.g., the Watershed Critical Area) prevent such densities from being achieved. Compact developments that include clustered, small lots with substantial retained open space are encouraged.

CONFORMITY WITH OTHER PLANS

City Plans

Consolidated Plan 2010-2014: Plan for a Resilient Community

Principle 4 – Support Existing Communities:

Goal D: Continue to promote the value of Greensboro's historic districts and resources.

Principle 6 – Value Communities and Neighborhoods:

Goal B: Facilitate economic development and neighborhood vitality in targeted neighborhoods.

Goal F: Eliminate the persistence of vacant housing, trash, and environmental hazards in neighborhoods – preserving quality and livability.

Gorrell Street Redevelopment Plan

Plan Objectives:

- a) Remove structurally substandard buildings;
- b) Eliminate blighting factors;
- c) Revise land uses;
- d) Assist in the rehabilitation of existing housing units; and
- e) Upgrade certain public improvements.

Other Plans– N/A

Staff/Agency Comments

Community Development

The Magnolia House holds special historical significance in Greensboro, particularly within the local music and entertainment scene, and within Greensboro's African American community. Throughout the 1950s, the Magnolia House Motel, as it was known then, hosted many celebrities including Ray Charles, Ike and Tina Turner, Satchel Paige, and Jackie Robinson. The restoration of the Magnolia House and its return to use as a place of lodging marks an important milestone in the rejuvenation of the Gorrell Street Community and East Greensboro.

Applicant is strongly encouraged to discuss this proposed rezoning with representatives of the Gorrell Street Community, within which the subject site is located. Although this proposed rezoning is not strictly consistent with the residential zoning category proposed for this site in the Gorrell Street Redevelopment Plan, this rezoning and proposed use would strongly support the stated objectives of that plan.

The subject site is located within the boundary of the Gorrell Street Redevelopment Area, established by the Redevelopment Commission of Greensboro.

The subject site is located within the area(s) eligible for the following economic development incentive or assistance program(s): New Markets Tax Credits (federal), Recovery Zone Bonds under the American Recovery and Reinvestment Act (federal), Energy Efficiency and Conservation Block Grant funds (federal), Historically Under-utilized Business Tax Credits (federal) and Urban Progress Zone tax credits (state).

The subject site is also located within the Gorrell Street Reinvestment Area designated by the Connections 2025 Comprehensive Plan, and may be eligible for local economic development assistance pursuant to the City of Greensboro Urban Development Investment Guidelines.

Planning

This 0.42 acre parcel is located at the southeastern intersection of Gorrell Street and Plott Street. This part of the city is generally in transition from older residential and industrial development to varying densities and intensities of institutional and residential uses along with supporting commercial and office uses.

The subject site currently contains a tourist home and an undeveloped parcel. The applicant intends to combine both parcels for a tourist home (bed and breakfast), restaurant including facilities for banquets, catering and special events, and vocational training facility.

This request is consistent with the intent and purpose of the Zoning Code in that the C-M (Commercial-Medium) zoning district is primarily intended to accommodate a wide range of retail, service and office uses. In addition, the Generalized Future Land Use Map designates this site as Mixed Use Residential. The intent of this Mixed Use Residential land use designation is predominantly residential but where substantial, compatible local-serving nonresidential uses may be introduced.

This rezoning request if approved will help promote a diverse mix of uses in the general area. It will also promote a healthy, diversified economy with a strong tax base and opportunities for employment and entrepreneurship while at the same time promoting sound investment in Greensboro's urban areas. New patterns and intensities of use will also be promoted to increase economic competitiveness and enhance quality of life in the general area.

Staff finds this rezoning request consistent with the applicable provisions of the Comprehensive Policy Plan, the Zoning Ordinance and the development pattern of the surrounding area.

STAFF RECOMMENDATION

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