



**Z-12-08-005**  
**Planning & Community Development**  
**Zoning Staff Report and Plan Amendment Evaluation**

**Zoning Commission Hearing Date: August 13, 2012**

**GENERAL INFORMATION**

<b>APPLICANT</b>	Jose and Ruth Sierra
<b>HEARING TYPE</b>	Rezoning
<b>REQUEST</b>	<b>R-3</b> (Residential-Single Family) to <b>CD-C-M</b> (Conditional District-Commercial-Medium)
<b>CONDITIONS</b>	<ol style="list-style-type: none"><li>1. Uses: All uses allowed in the C-M (Commercial-Medium) zoning district except bars, nightclubs, brew pubs, sexually oriented businesses and any use with a drive-thru.</li><li>2. Applicant shall install and maintain a 6-foot tall opaque fence wherever the subject site adjoins any single-family dwelling.</li></ol>
<b>LOCATION</b>	<b>2900 and 2904 Groometown Road</b> , generally described as the south side of Bowman Avenue and west side of Groometown Road.
<b>PARCEL ID NUMBER(S)</b>	<b>7843306782 and 7843307633</b>
<b>PUBLIC NOTIFICATION</b>	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). <b>45</b> notices were mailed to those property owners in the mailing area.
<b>TRACT SIZE</b>	~0.42 acres
<b>TOPOGRAPHY</b>	Slopes to the west
<b>VEGETATION</b>	Residential landscaping

**SITE DATA**

**Existing Use** 1 single-family dwelling and 1 wooded parcel

	<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N	C-M (Commercial-Medium) and C-H (Commercial- High).	Shopping Center
E	R-3 (Residential-Single Family)	Elementary School
W	R-3 (Residential-Single Family) and C-M (Commercial-Medium).	Single-family dwelling and shopping center
S	R-3 (Residential-Single Family)	Single-family dwelling

**Zoning History**

Case #	Date	Request Summary
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These properties have been zoned **R-3** (Residential-Single Family) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO), they were zoned **RS-12** (Residential-Single Family).

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District Designation:	Existing (R-3)	Requested (CD-C-M)
Max. Density:	3.0 dwelling units per acre or less	N/A
Typical Uses	Primarily intended to accommodate low density single-family detached residential development.	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.

*\*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 South Buffalo creek and Twin Lakes basin.

Floodplains N/A

Streams N/A

Other: Site is within the Twin Lakes basin. New development must be detained onsite. If >1ac is disturbed, site must meet Phase 2 requirements. If Jordan new development rules apply, >0.5 disturbed, site must meet Nitrogen and Phosphorus reduction requirements.

**Utilities (Availability and Capacity)**

Potable Water Water is available with capacity in line with request

Waste Water Sewer is available with capacity in line with request

**Airport Overlay District**

The subject property is not located within the Airport Overlay District.

**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.

Groometown Rd. - Street Yard – minimum width 10'; 2 canopy trees per 100', 17 shrubs per 100'

Property Lines adjoining Single Family - Type B Yard – average width 25'; 3 canopy trees per 100', 5 understory trees per 100', 25 shrubs per 100'

Property Lines adjoining unopened Street – NA

**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:

<b>Table 10–4: Location of Parking Lot Planting Areas</b>		
<b>Size of Parking Lot Planting Area (sq. ft.)</b>	<b>Number of Trees In Planting Area</b>	<b>Max. Distance from Parking Space (feet)</b>
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

**Transportation**

Street Classification: Groometown Road – Major Thoroughfare.  
Frazier Road – Collector street.  
Bowman Avenue – Local street

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

Traffic Counts: Groometown Road ADT = 14,504 (GDOT, 2007).

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 not exist along the frontage of this property.

Transit in Vicinity: Yes, GTA Route 11 (High Point Road) along Groometown Road) and GTA Route 11A (High Point Road Connector) is within 0.11 miles of the subject site, along High Point Road.

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

Street Connectivity: N/A.

Other: N/A.

## **IMPACT/POLICY 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 (GFLUM) designates this location as **Mixed-Use Commercial**. 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 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.

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

**Transportation, Goal 8:** Develop and maintain a safe, efficient, and environmentally sound transportation system that provides convenient choices for accessing destinations throughout Greensboro and the Triad, including a range of well-integrated transit, pedestrian, and bicycle linkages.

**Policy 8A** - Maintain a roadway network that safely and efficiently accommodates vehicular traffic while supporting other community objectives defined in the Comprehensive Plan.

**Policy 8B** - Develop comprehensive pedestrian and bicycle facility networks.

### **Connections 2025 Map Policies**

**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**

**City Plans – N/A**

### **Community Development**

Applicant is strongly encouraged to discuss this proposed rezoning and development with adjacent property owners.

## **STAFF ANALYSIS AND RECOMMENDATION**

### **Staff Analysis**

This 0.42-acre subject site is generally located at the south side of Bowman Avenue and west side of Groometown Road and contains one single-family dwelling and an undeveloped parcel. The subject site is adjoined to the north and west by a shopping center, to the east by an elementary school and to the south by an abandoned single-family dwelling.

This site is designated as Mixed Use Commercial on the Generalized Future Land Use Map and 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. The applicant intends to redevelop this site as an infill project for a possible used car lot and or offices.

The C-M (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 request, as conditioned, will not negatively impact the overall mix of uses found in this vicinity nor will it negatively impact adjacent uses. Approving this request, will help encourage “home-grown” and community-based businesses and entrepreneurs. 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.

Staff finds this rezoning request consistent with the applicable provisions of the Comprehensive 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.