



Z-12-09-003

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

Zoning Commission Hearing Date: September 10, 2012

GENERAL INFORMATION

APPLICANT	Michael S. Fox for Somerset at Friendly Center, LLC.
HEARING TYPE	Rezoning
REQUEST	CD-C-M (Conditional District-Commercial Medium) to PUD (Planned Unit Development).
CONDITIONS	<ol style="list-style-type: none">1. Uses: Limited to a maximum of 200 multi-family dwelling units.2. Pedestrian walkways will be provided within the site and pedestrian access will be provided from all adjoining streets and from the adjoining commercial areas.3. Along Hobbs Road and Northline Avenue, either a thirty (30) foot wide landscaped buffer or a fifteen (15) foot wide buffer with a landscaped berm or hedgerow designed to be maintained at five (5) feet or more will be provided.4. Building height shall be limited to a maximum of 4 stories of residential use over 1 story of parking
LOCATION	3358 West Friendly Avenue , generally described as east of Hobbs Road and south of Northline Avenue
PARCEL ID NUMBER(S)	7855128314
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). 79 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~4.02 acres
TOPOGRAPHY	Slopes to the northeast
VEGETATION	A few trees on the perimeter

SITE DATA

Existing Use	Undeveloped
Adjacent Zoning	Adjacent Land Uses
N R-3 (Residential-Single Family) and CD-C-M (Conditional District-Commercial-Medium).	Undeveloped
E CD-C-M (Conditional District-Commercial-Medium).	Shopping center
W CD-R-5 (Conditional District-Residential Single Family) and R-5 (Residential Single Family).	Single-family dwellings
S CD-C-M (Conditional District-Commercial-Medium).	Shopping center

Zoning History

Case #	Date	Request Summary
3232	05/18/2004	<p>The subject site, in conjunction with what is now known as “The Shoppes at Friendly Center” was rezoned by the City Council on from RS-12 (Residential-Single Family) and GO-H (General Office-High Intensity) to CD-GB (Conditional Business-General Business) with the following conditions:</p> <ol style="list-style-type: none"> 1. Uses shall be limited to those permitted in the SC District provided that bowling alleys, billiard parlors, bingo parlors, dance clubs, stand alone bars, coin operated amusements as a primary use, miniature golf courses, skating rinks, recycling collection points, convenience stores, fraternity or sorority houses, ambulance services, boat and motor vehicle sales, vehicle parts sales, carwashes, auto repairs or rentals, equipment rental and leasing, crematoriums, Laundromats, theaters (excluding any expansion of the theater now existing on the adjoining parcel), ABC stores, flea markets, used merchandise sales, pawnshops, gasoline sales, service stations, courier stations, building supply sales with storage yards, communication towers, and warehouses will not be permitted. <i>(GB (General Business) became C-M (Commercial Medium) upon the adoption of the Land Development Ordinance).</i> 2. Redevelopment of the site, for other than renovation and continued use of the current office building, will be subject to the following conditions: <ol style="list-style-type: none"> a. Use will be predominantly commercial with complementary uses such as office, residential and

service, and will not exceed 325,000 square feet of nonresidential gross floor area and 100 residential units. The residential component will be developed as Mixed Development as provided in Section 30-5 of the Development Ordinance.

- b. Pedestrian walkways will be provided within the site and pedestrian access will be provided from all adjoining streets and from the adjoining section of Friendly Center.
 - c. A common sign plan will be developed and signage will comply with the signage provisions for the Limited Business (LB) zoning district.
 - d. Developer will implement recommendations of the Traffic Impact Study to include provision of right and left turn lanes on West Friendly Avenue and striping of turn lanes on Hobbs Road and Northline Avenue.
 - e. Full movement access points will be limited to one from W. Friendly Avenue, two from Northline Avenue and one from Hobbs Road unless otherwise approved by GDOT, provided that no direct access to a retail center will be permitted from Hobbs Road.
 - f. A minimum of 3 acres will be devoted to pervious surface and/or the provision of visual, aesthetic or environmental amenities.
3. Buffer Yards: Any new development will provide buffers as follows:
- a. Along Hobbs Road, from West Friendly Avenue northward to the edge of the existing drive entrance, a distance of approximately 600 feet, a buffer averaging 120 feet in width will be provided. Developer will make a good faith effort to not disturb existing trees within the buffer of eight (8) inch caliper or more. The buffer areas shall not be disturbed except in order to provide supplemental landscaping, pedestrian amenities (such as walkways, seating and lighting), necessary utilities, and approved pedestrian or vehicular entrances to the development.
 - b. Along Hobbs Road and Northline Avenue, from the terminus of the 120 foot wide buffer provided in A) above to the first drive entrance from Northline Avenue to the development, either a thirty (30) foot wide landscaped buffer or a fifteen (15) foot wide buffer with a landscaped berm or hedgerow designed to be maintained at five (5) feet or more will be provided.
4. Screening:
- a. Dumpsters and loading docks shall be screened from view.
 - b. The planting rate for the street yard on Northline Avenue will be increased to include two (2) understory trees per 100 feet.

5. Pedestrian Facilities: The Developer will facilitate pedestrian access to the development from neighboring developments and will fund such traffic signals, pedestrian crossing lights and pedestrian islands as may be warranted and approved by GDOT on the streets adjoining the development.
6. Connectivity: Developer will include a vehicular access point(s) from the abutting development along the east line.
7. Development Standards.
 - a. Landscaping and buildings within the development will be installed or constructed to a high quality standard, finish and appearance to equal or exceed that found in the newer sections of Friendly Shopping Center.
 - b. Building design will include parapet walls to shield mechanical units from view and to buffer noise.
 - c. The maximum individual store size will be 80,000 on one floor or 160,000 on two (2) floors.
8. Site Lighting: Parking lot lighting will be designed, constructed and installed to control glare and to minimize obtrusive light while maintaining safety, security and productivity.
9. Building Height: No building used exclusively for office or retail will exceed two (2) above ground stories in height. No structure shall exceed five (5) above ground stories in height.
10. Drive-thru Restaurants Prohibited: No restaurant with a drive-thru window and stacking lane shall be permitted. This prohibition shall not exclude restaurants providing a carry out service and walk up windows.
11. Construction Controls: No construction entrance will be installed on Hobbs Road and the Developer will instruct grading and building contractors to limit, to the extent practicable, truck traffic on Hobbs Road north of Northline Avenue. This provision against construction entrances shall not prohibit the use of the existing driveway from Hobbs Road for asbestos abatement or demolition activities.
12. Limitations on Operating Hours:
 - a. No retail store other than a food or drug store shall operate 24 hours a day.
 - b. No outside cleaning or landscape maintenance or dumpster service shall occur after 10 PM or before 7 AM.
 - c. Any music in outside areas will be discontinued at 11 PM.

13. Signs:

- a. Exposed tube neon will not be permitted on the exterior of any building or within any window located within 125 feet of and oriented parallel to W. Friendly Ave.
- b. Attached signage facing and adjacent to Northline Avenue will be limited to non-illuminated identification signs.
- c. Attached signs within 125 feet of W. Friendly Avenue and which are oriented parallel to Friendly Avenue will be located not more than eight (8) feet above the closest curb elevation in W. Friendly Avenue and will not be illuminated after 11 PM.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (CD-C-M)	Requested (PUD)
Max. Density:	N/A	N/A
Typical Uses	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.	The PUD, Planned Unit Development districts are intended to allow a diverse mixture of residential and/or nonresidential uses and structures that function as cohesive and unified projects. The districts encourage innovation by allowing flexibility in permitted use, design, and layout requirements in accordance with a Unified Development Plan. This should reduce travel times by providing opportunities for employment and services closer to residences.

**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 entirely within the boundary of the Friendly Avenue Visual Corridor Overlay district, and mostly within the boundary of the Holden Road Visual Corridor Overlay district, both of which prohibit the establishment of new Outdoor Advertising Signs.

Environmental/Soils

Water Supply - Site drains to North Buffalo Creek.
Watershed

Floodplains N/A

Streams N/A

Other: Site has an approved plan on file (2007-2052). Built Upon Area (BUA) allocated for this site is 2.82 acres per plan.

Utilities (Availability and Capacity)

Potable Water Water is available and capacity is in line with request

Waste Water Sewer is available; capacity is currently under review by the Water Resources Department. The developer will be responsible for any upgrades necessary based on this request.

Airport Overlay District

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

Landscaping Requirements

Northline Ave. and Hobbs Rd. – See zoning condition # 3 on page 1.

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**

4.02 ac This site has been cleared and graded under an existing permit. All remaining trees are in a Tree Conservation Area and cannot be disturbed.

Transportation

- Street Classification: Hobbs Road – Collector street.
Northline Avenue – Collector Street.
- Site Access: All access(s) must be designed and constructed to the City of Greensboro standards. Access(s) for this site is/are existing and GDOT will not approve additional access(s).
- Traffic Counts: Hobbs Road ADT = 7,123 (GDOT, 2007)
Northline Avenue ADT = 5,519 (GDOT, 2007)
- Trip Generation: 24 Hour = 1,336, AM Peak Hour = 101,
PM Peak Hour = 128.
- 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 Northline Avenue frontage of this property.
- Transit in Vicinity: Yes, GTA Route 7 (Friendly Avenue) within 0.15 miles of the subject site, along Friendly Avenue.
- Traffic Impact Study: Yes, required per TIS Ordinance. Please see the end of this staff report for the Executive Summary of the TIS.
(TIS)
- Street Connectivity: N/A.
- Other: N/A.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **PUD (Planned Unit Development)** 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**. This property is also part of a designated **Activity Center** for the larger Friendly Center development. The requested **PUD (Planned Unit Development)** zoning district is generally consistent with these GFLUM designations.

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 5F: Implement and improve design standards governing the appearance of development from public roadways.

Housing and Neighborhoods, Goal 6: 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.

Policy 6C: Promote the diversification of new housing stock to meet the needs of all citizens for suitable, affordable housing.

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.

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.

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

City Plans – N/A

Consolidated Plan 2010-2014: Plan for a Resilient Community

Principle 1) Provide More Transportation Choices:

Goal A) Promote transportation and development patterns and types that contribute to decreased household transportation costs.

Goal B) Improve access to destinations, especially via alternate modes (public transit, walking, and bicycling); including the critical first and last miles of journeys.

Principle 2) Promote Equitable, Affordable Housing:

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

Goal C) Improve the resource-efficiency of both new construction and existing housing stock.

Principle 6) Value Communities and Neighborhoods:

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

Principle 7) Recognize The Environment as a Critical Element of Community Sustainability:

Goal A) Promote more efficient land development patterns.

Community Development

Applicant is strongly encouraged to discuss this proposed rezoning and development with owners of adjacent properties, and with representatives of the nearby Wedgewood Neighborhood, Starmount Forest Neighborhood, Hamilton Forest Neighborhood, and Green Valley Neighborhood.

STAFF ANALYSIS AND RECOMMENDATION

Staff Analysis

The 4.02 acre subject site was rezoned in 2004 in conjunction with what is now known as “The Shoppes at Friendly Center” for predominantly commercial uses with complementary uses such as office, residential and service uses not to exceed 325,000 square feet of non-residential use and limited to 100 residential dwelling units. The applicant is now proposing to develop up to 200 multi-family dwelling units, necessitating the rezoning of the site to a PUD (Planned Unit Development) zoning district.

The subject site is adjoined to the east and south by CD-C-M (Conditional District-Commercial Medium) zoning, to the west by R-5 (Residential-Single Family) and CD-R5 (Conditional District-Residential Multi Family) zoning and to the north by R-3 (Residential-Single Family) and CD-C-M (Conditional District-Commercial Medium) zoning. The general area is developed with varying densities and intensities of residential, commercial, office and institutional uses. Notably, single-family dwellings to the west, multi-family dwelling units to the northwest, undeveloped property and city park facilities (Bog Garden) to the north, and commercial and office uses to the east and south.

The site's location within the designated Activity Center encompassing Friendly Center, along with its proximity to transit lines, major employers and larger scale commercial and service uses support this site as a viable location for high density multi-family development. The proposed request also generally fits within the previously approved framework for buildings not exclusively used for office or retail uses (allowed up to 5 stories under current zoning). The proposed request, if approved, will complement the surrounding area's viability without negatively impacting the overall mix of uses found in this area of the City. This proposed residential use will also provide the previously missing higher density residential component envisioned as part of the larger mixed use development in this area.

The application of the Planned Unit Development requirements to this property will encourage innovative arrangement of buildings and open space to provide efficient, attractive, flexible, and environmentally sensitive design as well as a development functioning as a cohesive, unified project. The proposal should not substantially impact adjacent developments and or neighborhoods nor hinder or prevent the development of surrounding properties in accordance with the adopted plans and policies of the City.

This rezoning request if approved will help promote a diverse mix of housing types, and densities in the general area which will 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. It will also promote the diversification of new housing stock to meet the needs of all citizens for suitable, affordable housing.

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 **PUD** (Planned Unit Development) zoning district.

ADDITIONAL INFORMATION

3358 West Friendly Avenue Multifamily Development – Transportation Impact Analysis

Prepared for Lomax Properties LLC

December 23, 2011

Executive Summary

The proposed 3358 West Friendly Avenue Multifamily development is located on the southeast quadrant of the intersection of Hobbs Road and Northline Avenue in Greensboro, North Carolina. The development will include 200 multifamily units and will be accessed by two (2) driveways: one on Hobbs Road and one on Northline Avenue. Figure 1 shows the location of the site.

This site is currently zoned for 100 multifamily units. The developer now proposes 200 multifamily units. Davenport Transportation Consulting (DTC) was retained to determine the potential traffic impacts of developing the additional 100 multifamily units at this site. The following intersections were included in the scope of this study:

- Hobbs Road at Northline Avenue
- West Friendly Avenue at Hobbs Road

The above-mentioned intersections were analyzed for the following scenarios:

- 2011 Existing Conditions
- 2012 Future No Build Conditions
- 2012 Future Build Conditions (100 units and 200 units)

Level of service at the study intersections was evaluated for 100 units and 200 units in order to compare the impacts of currently zoned development and proposed development. The build-out year for this project was assumed to be 2012 (one year build out). The AM (7-9 am) and PM (4-6 pm) peaks were analyzed.

This Traffic Impact Analysis (TIA) was carried out based on Greensboro Department of Transportation (GDOT) typical standards. Information regarding the property was provided by the developer, Lomax Properties LLC.

Discussion of Results

The results of the study are discussed by intersection below:

Hobbs Road at Northline Avenue

This signalized intersection operates at LOS B or better during existing AM and PM peaks. In 2012 future no build conditions, LOS A is expected in the AM peak and LOS B in the PM peak. With the addition of currently zoned 100-unit site traffic, the level of service should remain at LOS A in the AM peak and LOS B in the PM peak. For 200 units of development, the level of service is expected to remain unchanged. Our traffic simulation model using Sim Traffic software does not indicate any queuing issues. No improvements are recommended at this intersection.

West Friendly Avenue at Hobbs Road

This signalized intersection operates at LOS A during existing AM and PM peaks. In 2012 future no build conditions, LOS A is expected in AM and PM peaks. With the addition of currently zoned 100-unit site traffic, LOS B is expected in AM and PM peaks. For 200 units of development, the level of service will remain at LOS B in both peaks. Our traffic simulation model using Sim Traffic software does not indicate any queuing issues. No improvements are recommended at this intersection.

Level of Service Summary

Table A presents the summary of the level of service analysis at the study intersections:

Table A - Level of Service Summary				
AM Peak	2011 Existing	2012 Future No Build	2012 Build (100 units)	2012 Build (200 units)
Hobbs Road at Northline Avenue	A (4.8)	A (4.8)	A (5.0)	A (5.2)
West Friendly Avenue at Hobbs Road	A (9.8)	A (9.8)	B (10.5)	B (11.2)
PM Peak	2011 Existing	2012 Future No Build	2012 Build (100 units)	2012 Build (200 units)
Hobbs Road at Northline Avenue	B (14.8)	B (15.0)	B (15.1)	B (15.1)
West Friendly Avenue at Hobbs Road	A (9.1)	A (9.6)	B (10.0)	B (10.3)

LOS (delay in seconds)
Note for unsignalized conditions, LOS and delay indicates only minor street approach with longest delay

Summary and Conclusion

The proposed 3358 West Friendly Avenue Multifamily Development is located on the southeast quadrant of the intersection of Hobbs Road and Northline Avenue. This site is currently zoned for 100 multifamily units, and the developer is now proposing to increase the size to 200 multifamily units. The site was assumed to be built out in 2012.

DTC was retained to determine the potential traffic impacts of this development and the transportation improvements that may be required to accommodate these impacts. Based on trip generation equations published in Trip Generation

(Institute of Transportation Engineers, 8th Edition, 2008), the currently zoned 100 multifamily units have the potential to generate 730 daily trips. For the proposed 200 multifamily units, the site has a trip generation potential of an additional 606 daily trips.

Overall, our analysis shows that there is adequate capacity at the study intersections to accommodate future traffic. Comparison of 100-unit and 200-unit build-out shows that the 200-unit development operates at the same overall level of service as 100 multifamily units at the intersections of Hobbs Road at Northline Avenue and at West Friendly Avenue. Differences in average intersection delay are less than one (1) second in the two scenarios. Our traffic simulation using Sim Traffic also does not indicate any queuing issues at the study intersections.

In conclusion, this study has reviewed the impacts of both background traffic and this development traffic, and has determined that this development will not have significant impact on the study intersections.