



**Z-12-09-001**  
**Planning & Community Development**  
**Zoning Staff Report and Plan Amendment Evaluation**

**Zoning Commission Hearing Date: September 10, 2012**

**GENERAL INFORMATION**

**APPLICANT** Sidney C. Gray for Michael B. Gray

**HEARING TYPE** Rezoning

**REQUEST** **O** (Office) to **CB** (Central Business)

**CONDITIONS** None

**LOCATION** **435 Arlington Street**, generally described as the southeast corner of the intersection of Arlington Street and East Lewis Street.

**PARCEL ID NUMBER(S)** **7864638784**

**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). **193** notices were mailed to those property owners in the mailing area.

**TRACT SIZE** ~0.29 acres

**TOPOGRAPHY** Generally flat

**VEGETATION** Residential landscaping

**SITE DATA**

<b>Existing Use</b>	Single-family dwelling
<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N CB (Central Business)	Place of religious assembly
E TN (Traditional Neighborhood)	Multi-family dwelling units
W O (Office)	Radio broadcasting studio
S O (Office)	Office

**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-M (General Office-Moderate Intensity).

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District Designation:	Existing <b>(O)</b>	Requested <b>(C-B)</b>
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate office, institutional, supporting service and other uses.	The CB, Central Business District, is solely intended for application in the central core of the city. The district is established to encourage high intensity, compact urban development. The district is intended to accommodate a wide range of uses including office, retail, service, institutional, and high density residential developments in a pedestrian-oriented mixed-use setting (often, multiple uses may be located in the same building).

*\*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 Downtown Design Overlay District. See the Downtown Design Overlay Manual and Appendices for full details.

**Environmental/Soils**

Water Supply - Watershed     Site drains to South Buffalo Creek

Floodplains                     N/A

Streams                            N/A

Other:                              If >1ac is disturbed, site must meet Phase 2 requirements. Water Quality and Quantity must be addressed, the 1yr 24hr storm must be reduced to predevelopment levels.

**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.

This parcel is subject to the Downtown Design Overlay District requirements for landscaping.

**Tree Preservation Requirements  
Acreage Requirements**

0.29 ac 1% of lot size

**Transportation**

Street Classification: Arlington Street – Collector street.  
E Lewis 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. Sidewalk does exist along the frontage of this property.

Transit in Vicinity: Yes, GTA Route 11 (High Point Road) on Arlington Street is adjacent to subject site. GTA Route 4 (Benbow / Willow Road) within 0.08 miles of the subject site, along Martin Luther King Jr. Drive and GTA Route 5 (Gorrell Street) within 0.08 miles of subject site, along Martin Luther King Jr. Drive.

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 **CB** (Central Business) 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 Central Business District**. The requested **CB** (Central Business) 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.

**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 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 Central Business District:** This designation applies only in and around Downtown Greensboro. It emphasizes the urban character and the mix and intensity of activities uniquely suited to the central city. This designation is intended to permit a true mix of all uses, except heavy industrial, at the highest levels of scale and density within the City and with unique development standards tailored to the urban character of Downtown. It is particularly important to move the Downtown towards becoming a center of activity not only in the day, but also at night and during weekends, by promoting a mix of commercial, entertainment, residential, and other uses (see policies and narrative in Section 4.5.2). To help achieve this goal, creative forms of housing, such as lofts within restored historic structures and residential units in the often unoccupied second stories above ground-level retail, should be encouraged.

## **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 4)** Support Existing Communities:

**Goal B)** Provide urban design services to ensure quality reinvestment in the Center City and surrounding neighborhoods, and in transit emphasis corridors.

**Goal F)** Promote neighborhood and economic development by fulfilling target area commitments and creating a process for identifying new opportunities for neighborhood revitalization and planning.

**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 Southside Neighborhood, within which the subject site is located, and the adjacent Downtown Residents' Association 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); Urban Progress Zone tax credits (state); Downtown Urban Development Investment Guideline incentives (local).

## **STAFF ANALYSIS AND RECOMMENDATION**

### **Staff Analysis**

The 0.29-acre subject property currently consists of a dilapidated single-family dwelling unit. The subject site is adjoined to the north by CB (Central Business) zoning district, to the east by TN (Traditional Neighborhood) zoning district and to the south and west by O (Office) zoning district. The immediate area is developed with varying densities and intensities of commercial, office, residential and institutional uses. Specifically, to the north is a place of religious assembly, to the east is a mix of office, commercial and residential uses, to the south are office and residential uses and to the west is a radio broadcasting studio.

The applicant intends to rezone the property to the CB (Central Business) zoning district to allow the redevelopment of the site for a possible infill project consistent with the CB (Central Business) zoning district.

Consistent with the Mixed Use Central Business District Generalized Future Land Use Map (GFLUM) designation for this site, this request if approved will permit a true mix of uses at the highest levels of scale and density within the City and with unique development standards tailored to the urban character of Downtown. It will also help in enhance the downtown area as a center of activity not only in the day, but also at night and during weekends, by promoting a mix of commercial, entertainment, residential, and other uses.

This proposal also meets both the Reinvestment/Infill Goal and the Downtown Goal. It promotes a new form of compact development and also promotes 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. This request will also help give the City a well defined downtown boundary since there still are islands of other zoning districts within the boundary of downtown not yet zoned CB (Central Business).

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 **CB** (Central Business) zoning district.