



**Z-13-03-001**  
**Planning & Community Development**  
**Zoning Staff Report and Plan Amendment Evaluation**

**Zoning Commission Hearing Date: March 11, 2013**

**GENERAL INFORMATION**

**APPLICANT** Matthew P. Williams for Pinnacle Towers, Inc.

**HEARING TYPE** Rezoning

**REQUEST** **PUD** (Planned Unit Development) to **LI** (Light Industrial)

**CONDITIONS** None

**LOCATION** **1060 Gatewood Avenue**, generally described as the east side of Gatewood Avenue, west of Warehouse Street and south of East Wendover Avenue.

**PARCEL ID NUMBER(S)** **7875512167**

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

**TRACT SIZE** ~0.64 Acres

**TOPOGRAPHY** Generally flat

**VEGETATION** Overgrown grass and bushes

**SITE DATA**

**Existing Use** 2-story vacant office building and a wireless telecommunication tower.

**Adjacent Zoning**

N LI (Light Industrial)

E LI (Light Industrial)

W LI (Light Industrial)

S LI (Light Industrial)

**Adjacent Land Uses**

City fire station

Vacant warehouse

Office building

Warehouse

**Zoning History**

Case #	Date	Request Summary
12-06-01	06/22/12	This property was zoned LI (Light Industrial) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO), it was zoned LI (Light Industrial). Effective June 22, 2012 the property was rezoned from LI (Light Industrial) to PUD (Planned Unit Development with one condition which stated: All uses permitted in the PUD zoning district except all residential uses, sexually oriented businesses, bars, brew pubs, night clubs and cemeteries.

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District Designation:	Existing (PUD)	Requested (LI)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to allow a diverse mixture of residential and/or non-residential uses and structures that function as a cohesive and unified project. The district encourages innovation by allowing flexibility in permitted use, design, and layout requirements in accordance with a Unified Development Plan.	Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial/service activities which in their normal operations have little or no adverse effect upon adjoining properties.

*\*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 - Site drains to North Buffalo Creek Watershed

Floodplains >2000ft

Streams N/A

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

**Utilities (Availability and Capacity)**

Potable Water Available and capacity is in line with request

Waste Water Available and capacity is in line with request

**Airport Overlay District**

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

**Landscaping Requirements**

Landscaping requirements will not be applicable until such time as a development plan for this site is submitted to TRC. TRC approved this site for the location of a Wireless Telecommunication Facility on May 5, 2009.

**Tree Preservation Requirements  
Acreage**

0.64 ac.

**Requirements**

Tree Conservation requirements will not be applicable until such time as a development plan is submitted to TRC.

**Transportation**

Street Classification: Gatewood Avenue – Local street.

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

Traffic Counts: Gatewood Avenue ADT = 1,548 (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 14 (Bessemer Ave / Phillips Ave); and Route 22 (E. Market / Bessemer Ave. / Phillips Ave.) are within 0.1 miles of the subject site, along East Bessemer Avenue.

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 **LI (Light Industrial)** 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 **Industrial/Corporate Park**. The requested **LI (Light Industrial)** 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.

**Policy 4D:** Identify potential opportunities and selectively target, plan and promote development/reuse initiatives.

**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**

**Industrial/Corporate Park:** This designation applies to areas where present or anticipated uses include both light and heavy industrial uses, such as manufacturing, assembly, and fabrication; wholesaling and distribution; and corporate office and technology parks, which may be introduced to replace older heavy industrial uses. Although new residential development is discouraged in areas designated for this land use category, pre-existing residential uses may be present in or adjacent to these areas. As established industrial areas redevelop, such residential, institutional, or similar uses should be protected from adverse impacts (heavy truck traffic, significant outside storage, factors such as noise, dust, and glare, etc.) through performance-based standards, buffers, and proper separation from noxious uses.

**CONFORMITY WITH OTHER PLANS****City Plans*****Consolidated Plan 2010-2014: Plan for a Resilient Community*****Principle 3 – Enhance Economic Competitiveness:**

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

**Principle 4 – Support Existing Communities:**

**Goal E:** Build capacity of residents and community-based organizations.

**Principle 6 – Value Communities and Neighborhoods:**

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

**Goal E:** Work at the neighborhood level to reconnect neighborhoods to jobs and services, promote "Desirable Infill Development" and redevelop major corridors to strengthen adjacent neighborhoods.

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

## Community Development

The subject site is located within area(s) eligible for the following economic development incentive program(s): New Markets Tax Credits (federal), Energy-Efficiency & 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 East Wendover Avenue Reinvestment Corridor designated by the Connections 2025 Comprehensive Plan, and accordingly may be eligible for local economic development assistance pursuant to the City of Greensboro Urban Development Investment Guidelines.

The applicant is strongly encouraged to discuss this proposed rezoning and change of use with adjacent property owners.

## **STAFF ANALYSIS AND RECOMMENDATION**

### **Staff Analysis**

This 0.64-acre property is generally located east of Gatewood Avenue, west of Warehouse Street and south of East Wendover Avenue. This site is currently developed with a 2-story office building (currently vacant and in disrepair) and a wireless telecommunications tower. The subject site is adjoined on all four sides by LI (Light Industrial) zoning district and the immediate vicinity is developed with varying intensities of industrial, commercial and office uses.

This request, if approved, will allow all uses permitted in the LI (Light Industrial) zoning district.

The owners of the site had intended to donate the existing office building to a non-profit organization for possible uses such as offices, a recording studio and a food pantry, while retaining ownership and use of the existing wireless telecommunications tower. The intention to subdivide the property, using the PUD (Planned Unit Development) standards, to donate the building has changed and thus the applicant is requesting to take the property back to the previous LI (Light Industrial) zoning district.

This request, if approved, will not substantially impact adjacent developments nor hinder or prevent the redevelopment of surrounding properties in accordance with adopted plans and policies of the City.

Consistent with the Economic Development goal of the Comprehensive Plan, this request, if approved will 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. It will also promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life in 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 **LI** (Light Industrial) zoning district.