



Z-13-03-004
Planning & Community Development
Zoning Staff Report and Plan Amendment Evaluation

Zoning Commission Hearing Date: March 11, 2013

GENERAL INFORMATION

APPLICANT H. Frank Auman, III for City View Commercial LLC

HEARING TYPE Rezoning

REQUEST LI (Light Industrial) to CB (Central Business)

CONDITIONS None

LOCATION 308 King Street and 300-312 Victor Place, south of Victor place and west of McAdoo Avenue

PARCEL ID NUMBER(S) **7864745325, 7864746305, 7864746345 and 7864747305**

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

TRACT SIZE ~0.78 Acres

TOPOGRAPHY Generally flat

VEGETATION Minimal commercial landscaping

SITE DATA

Existing Use Contractor office and vacant building

	Adjacent Zoning	Adjacent Land Uses
N	LI (Light Industrial)	Office with storage facilities
E	TN (Traditional Neighborhood)	Residential dwellings
W	CB (Central Business)	Undeveloped
S	TN (Traditional Neighborhood)	Residential dwellings

Zoning History

Case #	Date	Request Summary
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This property was zoned LI (Light Industrial) under the Unified Development Ordinance, effective July 1, 1992 and is zoned LI (Light Industrial) under the current Land Development Ordinance, effective July 1, 2010.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (LI)	Requested (CB)
Max. Density:	N/A	N/A
Typical Uses	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.	Primarily 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 zoning district. Consult the Downtown Design Manual and Appendices for detailed information on applicable standards and requirements.

Environmental/Soils

Water Supply - Watershed Site drains to South Buffalo Creek sub-basin

Floodplains N/A

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 Water is available and capacity is in line with request
 Waste Water Sewer is available and capacity is in line with request

Airport Overlay District

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

Landscaping Requirements – Not Applicable - CB District is exempt

Stage Coach Tr. - Street Yard – minimum width 10’; 2 canopy trees per 100’, 17 shrubs per 100’

N Swing Rd. - Street Yard – minimum width 10’; 2 canopy trees per 100’, 17 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 – Not Applicable - CB District is exempt
Acreage Requirements**

Transportation

- Street Classification: King Street – Local Street.
McAdoo Avenue – Local Street.
Victor Place – Local Street.
- Site Access: All access(es) 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 5 (Gorrell Street) within 0.08 miles of the subject site, along Gorrell Street.
- 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 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.

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.

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**

Consolidated Plan 2010-2014: Plan for a Resilient Community

Principle 1) Provide More Transportation Choices:

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

Principle 3) Enhance Economic Competitiveness:

Goal F) Provide opportunities for job training, mentoring, education and job creation.

Principle 4) Support Existing Communities:

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 6) Value Communities and 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.

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 change of use with owners of adjacent properties, and with representatives of the Southside neighborhood, within which the subject site is located.

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), Energy-Efficiency & Conservation Block Grant funds (federal), Historically Under-utilized Business Zone tax credits (federal), and Urban Progress Zone tax credits (state). The subject site is also located within the Downtown Reinvestment Area 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.

STAFF ANALYSIS AND RECOMMENDATION

Staff Analysis

This 0.78 acre property is developed with an existing building, which currently contains a contractor office and a vacant boarded up building. The property is located on the southern side of Victor Place with the eastern and southern sides adjacent to an alley for a portion of the Southside community.

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 containing multi-family 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 are still areas of other zoning districts within the boundary of downtown not yet zoned CB (Central Business).

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.