



Z-13-12-002

**Planning Department
Zoning Staff Report and Plan Amendment Evaluation**

Zoning Commission Hearing Date: December 9, 2013

GENERAL INFORMATION

APPLICANT Don Vaughan, Attorney at Law on behalf of Bill and Susan Waller

HEARING TYPE Rezoning Request

REQUEST LI (Light Industrial) to **CD-HI** (Conditional District-Heavy Industrial)

CONDITIONS

1. Uses: Uses limited to office uses and a special events facility.
2. Existing building shall not be expanded and no additional structures may be added.

LOCATION **2100 East Wendover Avenue**, generally described as south of East Wendover Avenue, north of East Bessemer Avenue, and east of Goldsboro Street.

PARCEL ID NUMBER(S) **7875610315**

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

TRACT SIZE ~0.52 Acres

TOPOGRAPHY flat

VEGETATION Existing

SITE DATA

Existing Use Dyacon Center, Office Uses

Adjacent Zoning

N LI (Light Industrial) & R-5 Residential Single-Family)

Adjacent Land Uses

Convenience store with gas pumps & Single-family dwellings

E	LI (Light Industrial)	Place of Religious Assembly and Vehicle Services
W	CD-C-M (Conditional District Commercial-Medium)	Vehicle equipment sales
S	LI (Light Industrial)	General warehousing and storage

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property addressed 2100 East Wendover Avenue has been zoned LI (Light Industrial) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO) it was also zoned LI (Light Industrial).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (LI)	Requested (CD-HI)
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 to accommodate wide range of assembling, fabricating, and manufacturing activities. The district established for the purpose of providing locations and development regulations for uses which may have significant environmental impacts or require special measures to ensure compatibility with 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 4 Watershed

Floodplains >2000ft

Streams N/A

Other: If >1ac is disturbed, site must meet current Phase 2 requirements. Water quantity and water quality must be addressed.

Utilities

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 Noise Cone

The subject property is not located in the Airport Noise Cone.

Landscaping Requirements

Not applicable until such time as the property is redeveloped or the existing facility is expanded.

Tree Preservation Requirements

Acreage

Requirements

.52 ac.

Not Applicable until such time as the property is redeveloped or the existing facility is expanded.

Transportation

Street Classification: East Wendover Avenue – Major Thoroughfare.
East Bessemer Avenue – Minor Thoroughfare.
Goldsboro Street – Local Street.
North Raleigh Street – Local Street.

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

Traffic Counts: East Wendover Avenue ADT = 41,540 (GDOT, 2011).

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 Avenue / Phillips Avenue) is within 0.16 mi of the subject site, along East Bessemer Avenue.
Traffic Impact Study: (TIS)	No TIS required per TIS Ordinance.
Street Connectivity:	N/A.
Other:	N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-HI (Conditional District, Heavy 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 (GFLUM) designates this location as **Industrial/Corporate Park** and **Low Residential (northeast corner)**. The requested **CD-HI (Conditional District, Heavy Industrial)** zoning district is generally consistent with this GFLUM designation. The Growth Strategy Map designates the subject site as being within the NC A&T Reinvestment Area.

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.

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.

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

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.

Low Residential (3-5 d.u./acre): This category includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within this density range. Although there are some existing residential areas in the City developed on lots greater than 1/3 acre, future residential developments and "conventional" subdivisions should generally maintain a gross density of no less than three dwellings per acre, except where environmental constraints (e.g., the Watershed Critical Area) prevent such densities from being achieved. Compact developments that include clustered, small lots with substantial retained open space are encouraged.

Reinvestment Area: Reinvestment Areas and Corridors represent priority opportunities for combined public and private sector reinvestment and the application of policies described in Section 4.5.1 (Reinvestment/Infill). More specifically, Reinvestment Areas are neighborhoods and districts within Greensboro's urban areas that would most benefit from actions to promote compatible infill development and other forms of investment and reinvestment.

CONFORMITY WITH OTHER PLANS**City Plans*****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 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.

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

Goal C) Promote healthy lifestyles and complete, livable 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.

Other Plans

N/A

STAFF/AGENCY COMMENTS

Community Development

Applicant is strongly encouraged to discuss the proposal with owners of surrounding properties, and with representatives of the adjacent Phillips Avenue neighborhood.

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),
- Historically Under-Utilized Business Zone tax credits (federal),
- Urban Progress Zone tax credits (state), and
- Urban Development Investment Incentives (local).

Planning

The applicant's request to rezone 0.52 acres in this location was reviewed by staff and evaluated on both immediate and longer term development impacts. The subject property is currently developed as the Dyacon Event Center (nonconforming) and general office uses. The properties to the north, south, west and east of the subject site are zoned LI and contain a variety of uses including retail, warehousing, storage and a place of religious assembly. The proposed CD-HI (Conditional District-Heavy Industrial) district would generally allow a wider range of assembling, fabricating, and manufacturing activities that in their normal operations would require additional measures to ensure compatibility with surrounding areas. However, the applicant has conditioned this proposal to limit uses to existing office uses and add the ability to use the site as a special event facility. The applicant is further conditioning the request to maintain the existing building with no expansions or additional accessory structures.

The proposed CD-HI zoning designation is consistent with the Industrial/Corporate Park Generalized Future Land Use Map (GFLUM) designation for this property. 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.

This rezoning request if approved will be in harmony with the existing industrial uses on site and variety of adjacent industrial and commercial land uses. Approving this request will also be consistent with the Reinvestment/Infill Goal to promote sound investment in Greensboro's urban areas.

Staff finds this request consistent with the provisions of the Comprehensive Plan, Zoning Ordinance, and the development pattern of the surrounding area.

STAFF RECOMMENDATION

Staff recommends **approval** of the requested **CD-HI** (Conditional District-Heavy Industrial) zoning district.