



Z-13-12-003

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

Zoning Commission Hearing Date: December 9, 2013

GENERAL INFORMATION

APPLICANT William Seymour, Windsor Commercial on behalf of Goria McConnell Center LLC Etal

HEARING TYPE Rezoning Request

REQUEST **CD-C-M** (Conditional District-Commercial-Medium) to **LI** (Light Industrial)

CONDITIONS N/A

LOCATION **A portion of 3820 McConnell Road**, generally described as south of I-40 East/ Business 85 North Interchange, west of McConnell Road, and north of McConnell Center Drive.

PARCEL ID NUMBER(S) **7894500450**

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

TRACT SIZE ~7.46 Acres

TOPOGRAPHY Undulating

VEGETATION None

SITE DATA

Existing Use Vacant

Adjacent Zoning

Adjacent Land Uses

N County AG (Agriculture) Undeveloped

E CD-LI (Conditional District Light Industrial) Undeveloped

W	City CD-C-M (Conditional District-Commercial-Medium)County HB (Highway Business), County AG (Agriculture), and County LI (Light Industrial	Undeveloped property, convenience store with fuel pumps, vacant property, and single-family residential
S	City CD-LI (Light Industrial)	Vacant spec building and a manufacturing and distribution center.

Zoning History

Case #	Date	Request Summary
CP-07-33	8/6/2007	<p>Rezoning request from County HB and RM-12-MH to City CD-HB subject to the following conditions:</p> <ol style="list-style-type: none"> 1. Uses: All uses permitted in the High Business District except the following: Land Clearing and Inert Debris Landfills, Minor, Bars; <i>Recreational Uses</i>: Billiard Parlors, Bingo Games, Clubs or Lodges, Coin Operated Amusements, Fortune Tellers, Astrologers, Go-Cart Raceways; <i>Business, Professional & Personal Services</i>: Automobile Parking (Commercial), Coin Operated Laundromats, Truck Driving School, Truck & Utility Trailer Rental & leasing Light; <i>Retail Trade</i>: Boat Sales; <i>Transportation, Warehousing, & Utilities</i>: Bus Terminals, Taxi Terminals. 2. Uses that involve outdoor storage of vehicles, equipment or materials shall not be allowed. 3. Cinderblock and metal sided buildings shall not be permitted. 4. Developer will use variation, articulation, fenestration or signature architectural element at a minimum of 50-foot intervals on building facades to help create the appearance of a local serving commercial development. The property will be developed with at least one of the following: (a) The street planting yard shall be a minimum of 16' wide-additional planting rate; (b) Entryways shall be provided consisting of a combination of signage, landscaping, and/or architectural embellishments that match an architectural feature or building material of buildings; or (c) As an Integrated Multiple Use Development.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (CD-C-M)	Requested (LI)
Max. Density:	N/A	N/A

Typical Uses	Primarily intended to accommodate A wide range of retail, service and office 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.
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**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 Watershed Site drains to Lake MacIntosh Water supply watershed WS-IV, Little Alamance Creek

Floodplains >2000ft

Streams N/A

Other: Site has a previously approved TRC plan on file 2007-2295.

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

I-40 Off Ramp, McConnell Center Dr. - 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
Acreage

Requirements

7.46 ac.

Tree Conservation for this lot has been met off site within the development.

Transportation

Street Classification: McConnell Road – Minor Thoroughfare.
McConnell Center Drive – Local Street

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

Traffic Counts: McConnell Road ADT = 3,000 (NCDOT, 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:	No.
Traffic Impact Study: (TIS)	No TIS required per TIS Ordinance.
Street Connectivity:	N/A.
Other:	N/A.

IMPACT 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 (GFLUM) designates this location as **Mixed Use 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 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

Mixed Use Corporate Park: This designation is intended for large tracts of undeveloped land near the City's fringe that are appropriate for well planned, larger scale business/employment parks with supporting uses such as retail, hotels, and residential. Primary uses such as office, flex office, technology research and development, light manufacturing, distribution, and assembly should be placed in a campus-like or "corporate park" setting with generous, linked open space to maximize value and to promote visual quality and compatibility with the surrounding area. Pedestrian-friendly features such as buildings placed near the street, sidewalks, and trails leading to nearby uses such as retail and housing should be encouraged.

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.

Planning

The applicant's request to rezone ~7.46 acres in this location for an industrial use was evaluated by staff both specific to the compatibility with the existing development and future land uses along McConnell Road and McConnell Center Drive.

The subject property is currently zoned CD-C-M (Conditional District-Commercial-Medium) in a primarily undeveloped area. The parcels that have been developed along McConnell Center Drive are predominantly industrial uses, with the properties south and west zoned CD-LI. The parcel immediately adjacent to the site is undeveloped and south of the site is a spec building zoned for industry and an occupied manufacturing and distribution center. North of the property the zoning transitions to County AG (Agriculture); however, these properties are separated by the I-85N/40E Interchange and subsequent ramps. East of the property, across McConnell Road, the zoning transitions from County HB (convenience store with fuel pumps) to County AG (single-family dwellings) and County LI (vacant).

The applicant has requested to rezone a portion of the subject property to LI (Light Industrial) to accommodate limited manufacturing, warehousing, research and development, and related commercial/service activities which in normal operations have little or no adverse effect upon adjoining properties. The other portion of the parcel will remain zoned CD-C-M and have the potential to incorporate a mix of retail, business and professional services, and recreational uses.

The Generalized Future Land Use Map (GFLUM) classifies this area as Mixed Use Corporate/Business Park. This designation predominantly consists of office; flex office, technology research and development, light manufacturing, distribution and other similar uses on larger sites, with much of it, in a planned business park setting that emphasizes natural characteristics and landscaping. The area may also contain supportive uses such as retail, hotel, restaurant, and residential development which customarily locate within planned employment centers.

This rezoning request if approved will be compatible with existing development patterns along McConnell Center Drive and is also in line with the Mixed Use Corporate/Business Park future land use designation. Further, approval of this request is consistent with the Economic Development Goal to promote a healthy, diversified economy.

STAFF RECOMMENDATION

Staff recommends **approval** of the requested **LI** (Light Industrial) zoning district.