



Z-14-01-005

Planning Department

Zoning Staff Report and Plan Amendment Evaluation

Zoning Commission Hearing Date: February 10, 2014

GENERAL INFORMATION

APPLICANT

CAP Development LLC

HEARING TYPE

Rezoning Request

REQUEST

R-3 (Residential Single-Family) to
CD-C-M(Conditional District-Commercial-Medium)

CONDITIONS

1. Uses shall be limited to those permitted in the C-M district, **except** that the following uses shall not be permitted: billboards, eating and drinking establishments with drive-through windows, single or multi-family residential dwellings, animal shelters, community scale community uses, day care centers, educational facilities, governmental buildings, group care facilities, clubs and lodges, indoor shooting ranges, hotels and motels, bed and breakfasts, bars, night clubs, brewpubs, funeral homes and crematoriums, veterinary services and pet grooming, kennels, ABC stores, convenience stores, garden centers, pawn shops, sexually oriented businesses, self-storage, vehicle sales, car washes, and all industrial and manufacturing uses.
2. No more than two principal buildings shall be allowed. The total square footage of all buildings shall not exceed 36,000 square feet, with no single building to exceed 20,000 square feet.
3. Upon redevelopment, the properties shall be limited to one point of access on Hobbs Road and one point of access on W. Friendly Avenue.
4. The applicant shall dedicate land along Hobbs Road north of West Friendly Avenue sufficient to accommodate intersection improvements as determined by the City of Greensboro to be warranted, as shown on Exhibit F.
5. Sidewalks a minimum of six feet in width shall be constructed along the entire road frontage on Hobbs Road and W. Friendly Avenue. A sidewalk no less than five feet in width shall be constructed along the entire entrance road from Hobbs Road. A minimum of five (5) foot planting strip shall be located between each sidewalk on Hobbs Road and W. Friendly Avenue.
6. The development shall be limited to one monument sign on Hobbs Road and one monument sign on W. Friendly Avenue. Each sign shall be limited to a maximum of 12 feet in height.
7. Wall signs and monument signs shall not be internally illuminated.
8. The site shall contain an undeveloped area in substantial conformity with the scaled Buffer Map attached to this application as Exhibit E. The existing and natural vegetation 3 inches or greater DBH (diameter at breast height) within the area designated as "undeveloped" on the attached Buffer Map (Exhibit E) shall be undisturbed.
9. A combination berm and brick wall shall be constructed within

the undeveloped area in substantial conformity with the site plan attached Exhibit F.

- 10. Exterior lights shall not exceed 25 feet in height.
- 11. Buildings shall not exceed 35 feet in height.
- 12. Buildings exteriors, at a minimum, shall consist of 50% brick or stone veneer and have pitched roofs.
- 13. Each building shall have a pedestrian plaza adjoining its entrance. Each plaza shall be connected to W. Friendly Avenue by ADA compliant pedestrian connections.
- 14. The site shall be developed in substantial conformity with the site plan attached to this application as Exhibit F.
- 15. The property shall not be open to the public between the hours of 12:00 am and 6:00 am.
- 16. Dumpsters shall not be emptied between the hours of 8:00 pm and 7:00 am.
- 17. The loading area of the western-most building shall be screened from view of the public right of way.
- 18. Developer shall construct a combination wall and berm across the portion of the site designated as "undeveloped area" to achieve an 11 foot tall visual barrier.

LOCATION	3510-3516 West Friendly Avenue, 805 and 807 Hobbs Road, generally described as north of West Friendly Avenue, west of Hobbs Road, and east of N. Holden Road.
PARCEL ID NUMBER(S)	7855110811, 7855111699, 7855113644, 7855114622, 7855113816 & 7855113915
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). 115 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~6.77 Acres
TOPOGRAPHY	Undulating
VEGETATION	Residential

SITE DATA

Existing Use	Single-family dwellings	
	Adjacent Zoning	Adjacent Land Uses
N	CD-R-5 (Residential Single-Family)	Single-family dwellings
E	CD-C-M (Conditional District-Commercial-Medium)	Commercial retail center and services
W	R-3 (Residential Single-Family) and CD-O (Conditional District-Office)	Single-family dwellings & a place of worship
S	R-3 (Residential Single-Family)	Single-family dwellings

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property has been zoned R-3 (Residential Single-Family) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO) it was zoned RS-12 (Residential Single-Family).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (R-3)	Requested (CD-C-M)
Max. Density:	A maximum density of 3.0 units per acre or less.	N/A
Typical Uses	Primarily intended to accommodate low-density single-family detached residential developments.	Primarily intended to accommodate a wide range of retail, service, and office uses.

**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

Subject site is located within the boundaries of the West Friendly Avenue Visual Corridor Overlay Zone and the Holden Road Visual Corridor Overlay Zone, both of which prohibit establishment of new outdoor advertising signs.

Environmental/Soils

Water Supply Watershed	Site drains to North Buffalo Creek, non-watersupply watershed
Floodplains	>2000ft
Streams	N/A
Other:	If >1acre is disturbed, site must meet Phase 2 requirements, Water Quality & Water Quantity must be addressed. To prevent possible downstream issues, onsite detention may be required. Site is also within the 5 statute mile radius of the Piedmont Triad International Airport air operation area. According to Session Law 2012-200, the NCDENR North Carolina Best Management Practice Manual provides acceptable alternative Stormwater control measures other than wet ponds or those that promote standing water. The design engineer has reviewed these alternatives.

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

Hobbs Rd. & West Friendly Ave. - Street Yard – minimum width 10’; 2 canopy trees per 100’, 17 shrubs per 100’

Adjoining Single Family - Type B Yard – average width 25’; 3 canopy trees per 100’, 5 understory trees per 100’, 25 shrubs per 100’

Adjoining the Church – 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.

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

6.77 ac. 10% of lot size

Transportation

Street Classification: W Friendly Avenue – Major Thoroughfare.
Hobbs Road – Collector Street.

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

Traffic Counts: Hobbs Road ADT- 6,268 (GDOT, 2013).
Friendly Avenue ADT – 33,256 (GDOT, 2013).

Trip Generation: 24 Hour = 4,450, AM Peak Hour = 109, PM Peak Hour = 379.

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 W Friendly Avenue frontage of this property.

Transit in Vicinity: Yes, GTA Route 7 (Friendly Avenue) adjacent to subject site, along W Friendly Avenue.

Traffic Impact Study: (TIS) Yes, required per TIS Ordinance. Please see the end of this staff report for the Executive Summary of the TIS.

Street Connectivity: N/A.

Other: N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-C-M (Conditional District – Commercial Medium)** 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 **Low Residential (3-5 d.u./acre)** and **Moderate Residential (5-12 d.u./acre)**. The requested **CD-C-M (Conditional District – Commercial Medium)** zoning district is generally inconsistent with these GFLUM designations, however the applicant has concurrently submitted a request to amend the GFLUM designation on the subject site to **Mixed Use Commercial** which, if approved, would resolve this inconsistency.

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

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.

Moderate Residential (5-12 d.u./acre): This category accommodates housing types ranging from small-lot, single-family detached and attached single-family dwellings such as townhomes to moderate density, low-rise apartment dwellings.

Mixed Use Commercial: This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by "strip" commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner. New "strip" commercial development is discouraged.

Comprehensive Plan Amendment History

Case #	Date	Request Summary
n/a	n/a	n/a

Applicant Stated Reasons for Request

"*Connections 2025* describes the Generalized Future Land Use Map as a tool that "broadly depicts the desired future land use pattern of land use." The highest and most appropriate use of various tracts -- especially in transitional corridors -- evolves as land use and traffic patterns change. *Connections 2025* anticipates these changes as "a virtual certainty."

Importantly, *Connections 2025* and the GFLUM were adopted prior to the rezoning of the 33 acre tract on the northeast corner of Hobbs and Friendly from RS-12 and GO-H to CD-GB to allow a shopping center development now known as the Shoppes at Friendly. Together with the original Friendly Shopping Center, this development creates one of the largest retail areas in the city immediately adjacent to the subject property to the east. Low density, single family residential is no longer viable at this corner. A transitional zoning is needed to connect this high density retail space with nearby institutional, office and residential designations.

The six tracts that constitute the subject property have the lowest average residential density in the area (one unit per 1.25 acres), yet they adjoin one of the largest retail centers in the City of Greensboro on the east. To the west are a large institutional use (First Lutheran Church) and a large office building at the corner of Friendly and N. Holden. To the south and across Friendly are a higher density residential development (R-3 zoning) and two large institutional uses. And to the north are two much higher density residential developments.

The more intense surrounding densities and intensities make these six tracts appropriately located to be a transitional zone between shopping centers to the east and the church, institutional and office uses to the west and south.

Only three of these six tracts are owner-occupied."

Explain in detail the conditions that you think may warrant a Plan Amendment – Per Applicant and Application

"Friendly Avenue and Hobbs Road have evolved from a major thoroughfare and a connector serving mostly residential traffic to roads serving a heavy mixture of commercial and residential traffic.

The requested zoning district is C-M, but it is so heavily conditioned with use restrictions that it will have an overall intensity equal to or less than a C-L zoning district. C-M was requested solely for the purpose of allowing a drive-through window at a (non-restaurant) retail use. Except for that, it is no different than a C-L district. Under the City's policies, if the requested district had been C-L and there were 16,000 fewer square feet, no GFLUM amendment would have been required.

The proposed zoning conditions are designed to create a pedestrian-scale and pedestrian-friendly retail district that is heavily buffered and compatible with all surrounding uses.

While the proposed rezoning is not fully consistent with the GFLUM at its adoption ten years ago, the proposed amendment is consistent with and furthers the goals contained within *Connections 2025*, including enhancement of areas through parks and open spaces; providing for a diverse economy and healthy investment; development of highest standards that protects a community's character; and promoting pedestrian-access development."

COMPREHENSIVE POLICY PLAN ANALYSIS

Need for Proposed Change

The requested zoning would allow uses that are incompatible with the subject site's current GFLUM categories, **Low Residential (3-5 d.u./acre)** and **Moderate Residential (5-12 d.u./acre)**. The Zoning Commission Public Hearing Page 7 of 13 February 10, 2014

requested GFLUM amendment to **Mixed Use Commercial** would eliminate that potential inconsistency.

Effect of the proposed Change on the Need for City Services and Facilities (e.g. roadway level of service).

See recommendations of attached Traffic Impact Analysis.

Implications, if any, the Amendment may have for Other Parts of the Plan

n/a

Unforeseen Circumstances or the Emergence of New Information (e.g. significant economic opportunity in Tier 2 or 3)

n/a

PLANNING BOARD COMMENTS

At their December 18, 2013 meeting, the Planning Board was asked to consider and comment on the requested change to the GFLUM as discussed above. The Planning Board commented that this is an area in transition and that the land uses on these properties is likely to change over time.

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.

Goal C: Improve the safety of transportation systems and facilities, especially for vulnerable transportation users (children, seniors, handicapped adults, pedestrians, bicyclists).

Principle 2 – Promote Equitable, Affordable Housing:

Goal B: Increase housing affordability through a combination of housing assistance and reduction in overall housing related costs through efficiency factors such as: proximity to jobs, transportation, or services; energy efficiency and resource conservation standards; or reduction in housing access barriers.

Principle 3 – Enhance Economic Competitiveness:

Goal E: Focus on energy efficiency as an economic generator for small business development.

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

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.

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 proposed rezoning, GFLUM amendment, and development with owners of surrounding properties and with representatives of the adjacent Wedgewood neighborhood and nearby Starmount Forest and Hamilton Forest neighborhoods. Based on the proximity of the subject site to signed Bicycle Route 6 (along Hobbs Road), as well as very high concentrations of residential development, commercial activity, and centers of employment, long term vitality of this proposed commercial development would be greatly enhanced by provision of secure, accessible bicycle parking facilities for both employees and visitors.

Planning

The subject properties are currently developed as single family dwellings. Properties located to the east, across Hobbs Road, are primarily zoned CD-C-M (commercial retail center and services). Property located north of the proposal, along Hobbs Landing Court, are zoned CD-R-5 (single family dwelling development). Adjacent property to the west is zoned CD-O and R-3 (a place of religious assembly) with property immediately further west zoned O (office building). Properties to the south of the proposal, across W. Friendly Avenue, are zoned R-3 (single-family dwellings).

The Generalized Future Land Use Map currently designates the site as both Low Residential and Moderate Residential. The Low Residential designation predominantly consists of single-family neighborhoods as well as other compatible housing types that can be accommodated within a density range of 3 to 5 dwelling units per gross acre. The Moderate Residential designation typically accommodates housing types ranging from small-lot, single-family detached and attached single family dwellings such as townhomes to moderate density, low-rise apartment dwellings within a range of 5 to 12 dwelling units per gross acre. The applicant has submitted a GFLUM amendment with this rezoning request to reclassify the area as Mixed Use Commercial consistent with the proposed commercial use. The Mixed Use Commercial designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complimentary.

Approving this request will address the Comprehensive Plan's goal to promote a healthy, diversified economy. It will also promote the Reinvestment/Infill Goal to promote sound investment in Greensboro's urban areas. As conditioned, the applicant limits the proposed uses, hours of operation, building height, signage, and lighting. The applicant also provides conditions including a substantial buffer, pedestrian connectivity, and will be required to install the traffic improvements outlined in the approved Traffic Impact Study. The proposed lower intensity (as conditioned) retail project also lies between a large scale commercial center (Shoppes at Friendly) and two existing nonresidential uses (place of religious assembly and office use) on the same block face along a heavily traveled thoroughfare (Friendly Avenue). As such these particular properties have a different relationship to surrounding development than the larger residential areas located to the north, south and further west of the proposed request.

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 **CD-C-M** (Conditional District-Commercial-Medium) zoning district.

ADDITIONAL INFORMATION

Friendly Hobbs Commercial Site – Transportation Impact Analysis

Prepared for Centennial American Properties

November 27, 2013

Executive Summary

The proposed Friendly Hobbs Commercial Site is located on the northwest quadrant of the intersection of West Friendly Avenue and Hobbs Road in Greensboro, North Carolina. The site is approximately 6.77 acres, and the developer is proposing to rezone the site from its current residential land use to retail use. The development will consist of a total of 36,000 square feet of retail space with two (2) site accesses: one on West Friendly Avenue and one on Hobbs Road. Figure 1 presents the site plan.

DAVENPORT was retained to determine the potential traffic impacts of this development and to identify transportation improvements that may be required to accommodate the impacts of both background traffic and new development traffic. The following intersections were included in the study:

- West Friendly Avenue @ Holden Road (existing signalized)
- West Friendly Avenue @ Wedgedale Avenue/Proposed Site Access (full)
- West Friendly Avenue @ Hobbs Road (existing signalized)
- West Friendly Avenue @ Shopping Center Access (existing signalized)
- Hobbs Road @ Proposed Site Access (full)

The above-mentioned intersections were analyzed for the following scenarios:

- 2013 Existing Conditions
- 2015 Future No Build Conditions
- 2015 Future Build Conditions
- 2015 Future Build Conditions + Improvements

The expected build-out year for this site is 2014. A future analysis year of 2015 was used per direction by Greensboro Department of Transportation (build-out plus one year). The AM (7-9 am) and PM (4-6 pm) peaks were analyzed.

The elements covered in this Transportation Impact Analysis (TIA) are based on Greensboro Department of Transportation (GDOT) guidelines. Information regarding the property was provided by the developer, Centennial American Properties, LLC.

Discussion of Results

The results of the study are discussed by intersection below and a summary of their respective LOS is summarized in Table A below:

West Friendly Avenue at North Holden Street

This signalized intersection currently operates at LOS C during 2013 existing AM and PM peaks. Under 2015 future no build conditions, the level of service will remain at LOS C during AM peak and LOS D in PM peak. With the addition of proposed site traffic, the level of service is expected to remain at LOS C and LOS D in AM and PM peaks. No improvements are recommended.

West Friendly Avenue at Wedgedale Avenue

This unsignalized intersection currently operates at LOS B during 2013 existing AM and PM peaks. In 2015 future no build conditions, LOS B is expected in both the AM and PM peaks. With the addition of proposed site traffic, the level of service is projected to remain unchanged. The simulation shows 50 feet of stacking on the center turn lane will be adequate for left turning vehicle onto Wedgedale Avenue. No improvements are recommended.

West Friendly Avenue at Site Access 1

This proposed unsignalized site access, which is just east of Wedgedale Avenue at West Friendly Avenue, is expected to operate at LOS B and LOS E during 2015 future build AM and PM peaks. The turn lane warrant analysis was based on page 80 of the NCDOT "Policy on Street and Driveway Access to North Carolina Highways" and on page 22 of the GDOT Driveway Manual. Based on projected volumes, this intersection will warrant 100 feet of westbound right turn storage and 100 feet of eastbound left turn storage. A two way left turn lane is currently in place on West Friendly Avenue, which will be adequate to handle left-turning traffic into the site. In order to enhance mobility at this intersection, we recommend the following improvement:

- Provide westbound right turn lane on West Friendly Avenue with 100 feet of storage and appropriate taper

West Friendly Avenue at Hobbs Road

In 2013 existing conditions, this signalized intersection currently operates at LOS B and LOS A in the AM and PM peaks. Under 2015 future no build conditions, the level of service is expected to remain unchanged. With the addition of site traffic, the intersection is expected to remain at LOS B and LOS A during AM and PM peaks, respectively. This intersection has a combined lane for southbound left turn and through movements on Hobbs Road. This creates a potential safety issue, as southbound through traffic is forced to stop when a left-turning vehicle ahead is waiting for a gap for a left turn. To ensure safety and mobility, we recommend restriping southbound Hobbs Road to provide a combined through-right lane and a separate left turn lane with 180 feet of storage, and modifying the traffic signal.

West Friendly Avenue at Shopping Center Access

In 2013 existing conditions, this signalized intersection currently operates at LOS A and LOS B in AM and PM peaks, respectively. Under 2015 future no build conditions, the level of service is expected to remain unchanged. With the addition of site traffic, the intersection is expected to remain at LOS A and LOS B during AM and PM peaks respectively. No improvements are recommended.

Hobbs Road at Site Access 2

This proposed unsignalized site access is expected to operate at LOS A and LOS B during 2015 future build AM and PM peaks. With the addition of site traffic, the intersection is expected to be LOS B during AM and PM peaks. To enhance safety and mobility, we recommend restriping to provide a separate northbound left turn lane on Hobbs Road with 100 feet of storage and appropriate taper.

Table A - Level of Service Summary				
AM Peak	2013 Existing	2015 Future No Build	2015 Build	2015 Build with Improvements
West Friendly Avenue at North Holden Street	C (27.4)	C (27.9)	C (28.0)	
West Friendly Avenue at Wedgedale Avenue	B (10.8) NB Approach	B (10.9) NB Approach	B (11.8) NB Approach	
West Friendly Avenue at Site Access 1			B (10.9) SB Approach	B (10.9) SB Approach
West Friendly Avenue at Hobbs Road	B (10.4)	B (12.0)	B (12.3)	B (12.2)
West Friendly Avenue at Shopping Center Access	A (4.9)	A (5.1)	A (5.1)	
Hobbs Road at Site Access 2			A (9.3) EB Approach	B (11.0) EB Approach
PM Peak	2013 Existing	2015 Future No Build	2015 Build	2015 Build with Improvements
West Friendly Avenue at North Holden Street	C (35.0)	D (37.6)	D (38.5)	
West Friendly Avenue at Wedgedale Avenue	B (10.1) NB Approach	A (10.0) NB Approach	B (10.8) NB Approach	
West Friendly Avenue at Site Access 1			E (39.0) SB Approach	D (26.6) SB Approach
West Friendly Avenue at Hobbs Road	A (7.1)	A (7.8)	A (9.1)	B (10.8)
West Friendly Avenue at Shopping Center Access	B (14.3)	B (16.0)	B (16.4)	
Hobbs Road at Site Access 2			B (10.1) EB Approach	B (13.3) EB Approach
LOS (delay in seconds)				
Note for unsignalized conditions, LOS and delay indicates only minor street approach with longest delay				

Summary and Conclusion

DAVENPORT was retained to determine the potential traffic impacts of the proposed Friendly Hobbs Commercial Site and the transportation improvements that may be required to accommodate these impacts.

The proposed Friendly Hobbs Commercial Site is located on the northwest quadrant of the intersection of West Friendly Avenue and Hobbs Road in Greensboro, North Carolina. The site is approximately 6.77 acres, and the developer is proposing to rezone the site from its current residential land use to retail use.

The developer is proposing a total of 36,000 square feet of retail space. The expected build-out year for this site is 2014. A future analysis year of 2015 was used per direction by GDOT (build-out plus one year). Based on trip generation rates and equations published in Trip Generation (Institute of Transportation Engineers, 8th Edition, 2008), this development has the potential to generate a net total of 3,115 daily trips.

Based on the results of our analysis, we have recommended a westbound right turn lane with 100 feet of storage at the proposed site access intersection with West Friendly Avenue. We have also recommended restriping on Hobbs Road at the site access and at the signalized intersection with West Friendly Avenue. Table B below summarizes the recommended improvements for 2015 future build conditions. Figure 10 of the report illustrates the recommended improvements.

In conclusion, this study has determined the potential traffic impacts of this development and identified transportation improvements that will be required to accommodate the impacts of both background traffic and new development traffic. All proposed site accesses should be designed according to NCDOT & GDOT standards where applicable.

Table B - Recommended Improvement Summary	
West Friendly Avenue at North Holden Street	No improvements recommended
West Friendly Avenue at Wedgedale Avenue	No improvements recommended
West Friendly Avenue at Site Access 1	Provide westbound right turn lane on West Friendly Avenue with 100 feet of storage and appropriate taper
West Friendly Avenue at Hobbs Road	Restripe southbound approach of Hobbs Road as a combined through-right lane and separate left turn lane with 180 feet of storage Modify traffic signal
West Friendly Avenue at Shopping Center Access	No improvements recommended
Hobbs Road at Site Access 2	Restripe to provide northbound left turn lane with 100 feet of storage and appropriate taper on Hobbs Road Provide separate left and right turn lanes exiting from the site, as shown on the site plan