



Z-14-05-004

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

Zoning Commission Hearing Date: May 12, 2014

GENERAL INFORMATION

APPLICANT	Marc Isaacson, Attorney at Law on behalf of Vera T. Rabin
HEARING TYPE	Rezoning Request
REQUEST	O (Office) to CD-CB (Conditional District-Central Business)
CONDITIONS	<ol style="list-style-type: none">1. Uses: Uses shall be limited to any use(s) permitted in the Central Business District except businesses with a drive-through or convenience stores with gas pumps.2. Any expansion of the existing building constructed as of May 12, 2014 shall be limited to a combined total of no more than 18,000 square feet, with any restaurant use limited to a maximum of 6,000 square feet.3. Any additional buildings constructed to replace the existing building noted in Condition #2 after May 12, 2014 shall be limited to a total of 18,000 square feet. Within such buildings, any restaurant use shall be limited to a maximum of 6,000 square feet.
LOCATION	305, a portion of 307, and 502/504 North Edgeworth Street , generally described as the northwest intersection of North Edgeworth Street and Bellemeade Street and south of West Lindsay Street.
PARCEL ID NUMBER(S)	7864477501 & 7864476521
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). 77 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~0.70 Acres
TOPOGRAPHY	Undulating

VEGETATION Office

SITE DATA

Existing Use	Vacant Office
Adjacent Zoning	Adjacent Land Uses
N O (Office)	County Parking Facility
E O (Office) CB (Central Business)	N. Edgeworth Street right of way Greensboro Grasshopper Baseball Stadium
W PUD (Planned Unit Development)	Multifamily dwellings
S O (Office)	Professional Office and accessory parking

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property addressed 1304 Woodside Drive has been zoned O (Office) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO) it was zoned GO-H (General Office High-Intensity).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (O)	Requested (CD-CB)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate Office, institutional, supporting service and other uses.	Primarily intended to accommodate a wide range of uses including office, retail, service, institutional, and high density residential development 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 boundary of the West Friendly Avenue Visual Corridor Overlay Zone, which prohibits establishment of new outdoor advertising signs.

The subject site is located within the boundary of the Downtown Design Overlay Zone. Consult the Downtown Design Manual and Appendices, for detailed applicable requirements and design guidelines.

Environmental/Soils

Water Supply Watershed Site drains to North Buffalo Creek Watershed

Floodplains ➤ 2000 Ft

Streams N/A

Other: If >1ac is disturbed, site must meet current Phase 2 requirements. Water quantity and water quality must be addressed. The 1yr 24hr storm must be reduced to predevelopment conditions. The 1 inch storm must be treated.

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

Transportation

Street Classification: North Edgeworth Street – Major Thoroughfare.
 Bellemeade Street – Collector Street.
 West Lindsay Street – Local Street.

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

Traffic Counts: North Edgeworth Street ADT = 4,712 (GDOT, 2010).

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 Routes 1 (West Wendover Avenue), 7 (Friendly Avenue), 8 (Battleground Avenue), and 9 (West Market Street) are all within 0.14 mi of the subject site, along West Friendly 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-CB (Conditional District-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 CBD**. The requested **CD-CB (Conditional District, Central Business)** zoning district, as conditioned, is generally consistent with the **Mixed Use CBD** GFLUM designation. The Growth Strategy Map designates the subject site as being within the **Downtown Reinvestment Area** and within the **Downtown Activity Center**.

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.

Land Use, Goal 4.2 - Downtown: Promote 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.

Policy 4E - Promote diversification and intensification of Downtown Greensboro.

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 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.

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) of the *Connections 2025 Comprehensive Plan*. 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.

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 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 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.

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 this proposed rezoning, and change of use with owners of surrounding properties and with representatives of the Greensboro Downtown Residents Association.

Based on the location of the subject site within the Central Business District, where there is a high concentration of both residential and non-residential development, long term viability of this proposed development would be greatly enhanced by provision of secure, convenient bicycle parking, for use by employees and patrons.

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 request contains three parcels, for a combined acreage of approximately 0.70 acres. The first subject property addressed 305 North Edgeworth Street is currently a vacant office building. The second property addressed 502/504 North Edgeworth Street is developed as the current parking area for the adjacent vacant office building. The third parcel addressed 307 North Edgeworth Street is currently a County parking facility. North and south of the request, along

North Edgeworth Street frontage, is zoned Office (County parking facility and a law office). West of the request, across North Spring Street, is zoned PUD (multifamily dwellings). East of the request is zoned Office (North Edgeworth Street right of way); and then transitions to CB (New Bridge Bank Stadium).

The applicant has requested to rezone the site to CD-CB (Conditional District-Central Business). The CB zoning district allows high intensity, compact, urban development and may accommodate a wide range of uses including office, retail, service, institutional and high density residential developments in a pedestrian-oriented mixed-use setting.

The Generalized Future Land Use map designates the site as Mixed Use Central Business District. The Mixed Use Central Business District designation is intended to permit a true mix of all uses, except industrial, at the highest levels of scale and density within the City and with unique development standards tailored to the urban character of Downtown. The requested CD-CB is consistent with the GFLUM designation.

Approving this request will address the Comprehensive Plan's Reinvestment/Infill Goal to promote sound investment in Greensboro's urban areas, including Center City, commercial, and industrial 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 **CD-CB** (Conditional District-Central Business) zoning district.