



## **Z-14-05-006**

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

**Zoning Commission Hearing Date: May 12, 2014**

#### **GENERAL INFORMATION**

<b>APPLICANT</b>	Susan C. Parrish on behalf of Carolina Bank
<b>HEARING TYPE</b>	Rezoning
<b>REQUEST</b>	<b>C-M</b> (Commercial-Medium) and <b>R-5</b> (Residential-Single-Family) to <b>CD-A-O</b> (Conditional District-Auto-Oriented)
<b>CONDITIONS</b>	<ol style="list-style-type: none"><li>1. Uses shall be limited to all uses permitted in the A-O district <b>except</b> any use that contains a drive through facility.</li><li>2. Maintain the existing structure without expansion.</li></ol>
<b>LOCATION</b>	<b>2627 Grimsley Street</b> , generally described as south of Grimsley Street, north of Vanstory Street and east of High Point Road.
<b>PARCEL ID NUMBER(S)</b>	<b>78533582278</b>
<b>PUBLIC NOTIFICATION</b>	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). <b>62</b> notices were mailed to those property owners in the mailing area.
<b>TRACT SIZE</b>	~0.37 Acres
<b>TOPOGRAPHY</b>	Generally flat
<b>VEGETATION</b>	Not Applicable

**SITE DATA**

<b>Existing Use</b>	Vacant non-residential building	
	<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N	A-O (Auto-Oriented) NS (Neighborhood Support)	Retail, sales and services Vacant non-residential building
E	R-5 (Residential Single-Family)	Single family dwellings
W	R-5 (Residential Single-Family) A-O (Auto-Oriented)	Hebrew Cemetery Retail, sales, and services
S	R-5 (Residential Single-Family)	Hebrew Cemetery & Single family dwellings

**Zoning History**

Case #	Date	Request Summary
N/A	N/A	The property addressed 2627 Grimsley Street has been zoned <b>C-M</b> (Commercial-Medium) and <b>R-5</b> (Residential Single-Family) since July 1, 2010. Prior to implementation of the Land Development Ordinance (LDO) it was zoned <b>GB</b> (General Business) and <b>RS-7</b> (Residential Single-Family).

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District Designation:	Existing (C-M)	Existing (R-5)	Requested (CD-A-O)
Max. Density:	N/A	5.0 units per acre or less.	N/A
Typical Uses	Primarily intended to accommodate a wide range of retail, service, and office uses.	Primarily intended to accommodate low-density single-family detached residential development.	Primarily intended to accommodate and support quality, high-intensity, mixed-use and auto-oriented development with an emphasis on retail, service, convention, sports-recreation, entertainment, and lodging 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**

n/a

**Environmental/Soils**

Water Supply Site drains to South Buffalo Creek Watershed

Floodplains N/A

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 Available with capacity in line with request

Waste Water Available with capacity 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: Grimsley Street – Local Street.  
High Point Road – Major Thoroughfare.

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

Traffic Counts: Grimsley ADT = 339 (GDOT, 2009).

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 11 (High Point Road) is within 0.03 mi of the subject site, along High Point Road.
Traffic Impact Study (TIS):	No TIS required per TIS Ordinance.
Street Connectivity:	N/A.
Other:	This site is within 0.03 mi of the High Point Road /West Lee Street streetscape project which is an adopted reinvestment corridor plan that is scheduled to begin construction in 2014.

## **IMPACT ANALYSIS**

### **Land Use Compatibility**

The proposed **CD-A-O (Conditional District – Auto-Oriented)** 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 designates this location as **Mixed Use Commercial**. The requested **CD-A-O (Conditional District – Auto-Oriented)** zoning district is generally consistent with this GFLUM designation. The Growth Strategy Map designates the subject site as being within the **High Point Road / West Lee Street Reinvestment Corridor**.

### **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 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.

**Reinvestment Corridor:** 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 Corridors are older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods.

### **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 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 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.

#### ***High Point Road West Lee Street Corridor Plan***

#### **Sites 13 & 14 – “National Retail and Highway Interchange Influenced District Hospitality Hub”**

These sites, larger and deeper than anywhere else on the corridor (other than the Coliseum

complex), can support highway oriented/national chain retailers and restaurants, but should focus more effort on supporting the campus of hotels and supporting office/meeting spaces that will emerge with redevelopment and revitalization. Care must be taken to assure good land-use and visible transitions between active uses for visitors and the neighborhoods which surround these business/hospitality zones. Shuttle buses and off-road bicycle and pedestrian routes are options to link these areas to the coliseum, convention center, greenway and downtown, without increasing the burden of traffic on the High Point Road/West Lee Street roadway.

#### Key Elements:

- Expanded use of existing commercial center
- Consolidation/improvement of existing hotel cluster
- Potential reuse of Park Lane Hotel for senior living or condos
- New multifamily development for better transition to Hillsdale Park Neighborhood
- Link Hillsdale Park greenway to hotels and offices on Meadowview Road
- Enhance Meadowview Road intersection and support future office park improvements

#### Recommendations for Change - Land uses include:

- A planned integrated development of retail and small office support
- Creates a transition to existing residential
- Provides convention hub support use with large format hotels

#### **Other Plans**

n/a

### **STAFF/AGENCY COMMENTS**

#### **Community Development**

Applicant is strongly encouraged to discuss this proposed rezoning and development with owners of adjacent properties and with representatives of the Piedmont Heights 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),
- Urban Progress Zone tax credits (state), and
- Urban Development Investment Incentives (local).

#### **Planning**

The applicant's request to rezone 0.37 acres in this location to Auto-Oriented will eliminate the current split zoning on the property and correct a non-conforming use (parking lot zoned residential). The non-residential structure is zoned C-M which is intended to accommodate a wide range of retail, service, and office uses, including any proposed use for the property. The southeast portion of the subject property, currently used as parking, is zoned R-5 which is intended to accommodate low density single-family detached residential development.

Property to the north, along High Point Road frontage, is zoned NS (vacant non-residential structure). Northwest, also fronting High Point Road, the zoning transitions to A-O (retail, sales, and service). West, east, and south of the request is zoned R-5 (single family dwellings and a cemetery).

The A-O, Auto-Oriented district is solely intended for application in designated reinvestment corridors with an adopted plan. The district is established to accommodate and support quality, high-intensity, mixed-use and auto-oriented development with an emphasis on retail, service, convention, sports-recreation entertainment, and lodging uses.

The subject site is located within the High Point Road/West Lee Street reinvestment corridor and adopted plan. The site is designated as Mixed Use Commercial. 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 complementary.

The proposed CD-A-O zoning district is complimentary to the current development in the area and is consistent with the vision of the High Point Road/West Lee Street Corridor Plan and Mixed Use Commercial GFLUM designation. The request also supports the Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas meets the Economic Development Goal to promote a healthy, diversified economy.

### **STAFF RECOMMENDATION**

Staff recommends **approval** of the requested **CD-A-O** (Conditional District-Auto-Oriented) zoning district.