



Z-14-09-004

Planning Department

Zoning Staff Report and Plan Amendment Evaluation

Zoning Commission Hearing Date: September 8, 2014

GENERAL INFORMATION

APPLICANT Mike Perdue

HEARING TYPE **Quasi-Judicial**

REQUEST **Special Use Permit** for a temporary wireless telecommunications facility in an A-O zoning district.

CONDITIONS

1. Uses: All uses allowed in the A-O zoning district, including a temporary wireless telecommunications facility.
2. Internal access to temporary facility with no separate access from Coliseum Boulevard.

LOCATION **1921 West Lee Street**, generally described as south of West Lee Street, west of Coliseum Boulevard, and east of High Point Road.

PARCEL ID NUMBER(S) **7854518260**

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

TRACT SIZE ~44.01 Acres

TOPOGRAPHY Generally flat

VEGETATION Existing

SITE DATA

Existing Use Greensboro Coliseum, Aquatic Center, Pavilion, and parking

Adjacent Zoning

Adjacent Land Uses

N HI (Heavy Industrial)

Brewing Facility and Fairway Outdoor Advertising

E LI (Light Industrial)

Office Uses

W	HI (Heavy Industrial) C-M (Commercial-Medium) LI (Light Industrial)	HI property is a specialty chemicals production company (Vertellus). C-M property is Stamey's Restaurant LI property is Novell's Tent Manufacturing Company
S	CD-PI (Conditional District Public and Institutional) R-5 (Residential Single-Family)	CD-PI property is a parking facility R-5 properties are single family dwellings

Zoning History

Case #	Date	Request Summary
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This property has been zoned **PI** (Public and Institutional) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO) it was zoned **PI** (Public and Institutional). A Special Use Permit to allow a temporary wireless facility was approved in September 9, 2013, with an expiration period of 12 months.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (A-O)	Requested (SUP for temporary wireless telecommunications facility)
Max. Density:	N/A	N/A
Typical Uses	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.	A Special Use Permit is required for a temporary wireless telecommunications facility in the A-O (Auto-Oriented) zoning district. The property use would include all uses permitted in the A-O zoning district, including a temporary wireless telecommunications facility for a period of six months.

*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, non watersupply-watershed Watershed

Floodplains N/A

Streams N/A

Other: If >1acre is to be disturbed, site must meet Phase 2 requirements. Quantity & Quality must be addressed

Utilities (Availability and Capacity)

Potable Water Facility must be located a minimum of 10 feet off of and outside the area of influence of any water/sewer lines.

Waste Water

Airport Overlay District

n/a

Landscaping Requirements – Not applicable to the Special Use Permit

Tree Preservation Requirements – Not applicable to the Special Use Permit

Acreage Requirements

Transportation

Street Classification: West Lee Street – Major Thoroughfare.
High Point Road – Major Thoroughfare.
Coliseum Boulevard – Major Thoroughfare.

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

Traffic Counts: Coliseum Boulevard ADT – 6,507 (GDOT, 2011)
High Point Road ADT – 20,649 (GDOT, 2011).
Lee Street ADT – 23,075 (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 exist along the frontage of this property.

Transit in Vicinity: Yes. GTA Route 11 (High Point Road) is adjacent to subject site, along High Point Road / Lee Street.

Traffic Impact Study: No TIS required per TIS Ordinance.
(TIS)

Street Connectivity: N/A.

Other: This site is within the limits of the High Point Road Streetscape project scheduled to begin construction in early 2015 and to be completed in Fall 2016.

IMPACT ANALYSIS

Land Use Compatibility

The existing **A-O (Auto-Oriented)** zoning, in conjunction with the requested **Special Use Permit** for a temporary wireless telecommunications facility in an A-O zoning district, 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 **MUC (Mixed-Use Commercial)**. The requested **Special Use Permit** is generally consistent with this GFLUM designation. Additionally, the Growth Strategies Map designates the subject site as being within the **Greensboro Coliseum Complex Activity Center**, and within the **Central Gateway 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 4B: Target capital investments to leverage private 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.

Policy 4D: Identify potential opportunities and selectively target, plan and promote development/reuse initiatives.

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 5E: Improve the aesthetic quality of publicly owned and maintained 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 7A: Target city investment and regulatory policies for economic development.

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.

Community Facilities, Services, and Infrastructure Goal 9: Provide community facilities, services, and infrastructure in a cost-effective manner to meet citizens' needs, contribute to quality of life, and support desired land use patterns.

Policy 9B: Proactively plan for the provision of sufficient capacity to meet the City's future infrastructure needs.

Policy 9C: Establish an ongoing system to identify community facility and service needs and allocate resources to meet them.

Policy 9D: Emphasize shared rather than single-use facilities to promote cost efficiencies and more comprehensive service for residents.

Policy 9E: Pursue opportunities to establish community facilities as neighborhood anchors/activity centers.

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.

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.

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). 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 Options:

Goal A: Promote transportation and development patterns and types that contribute to decreased household transportation costs.

Principle 3 – Enhance Economic Competitiveness:

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

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.

Principle 7 – Recognize the Environment as a Critical Element of Community

Sustainability:

Goal A: Promote more efficient land development patterns.

Sustainability Action Plan

Element 1) Transportation and Land Use:

Policy 1) Encourage increased density, a mix of land uses and more integrated links between transportation and land use through changes to Greensboro's Comprehensive Plan, Development Ordinance and other related plans.

Element 2) Green Jobs and Buildings:

Policy 3) Develop a coordinated City program to provide technical support, energy audits and education and outreach to increase energy efficiency and conservation in commercial and residential buildings.

Policy 4) Use a combination of code changes, incentives, partnerships and education to promote green building in Greensboro.

Policy 6) Promote more efficient use of water through education, partnerships and pilot projects.

Element 3) Waste Reduction and Recycling:

Policy 7) Employ a combination of expanded recycling infrastructure, regulations and incentives to increase Greensboro's solid waste diversion and recycling rates.

Element 6) Education and Outreach:

Policy 11) Provide technical support, awards and recognition to individuals and organizations furthering Greensboro's energy and sustainability efforts.

Other Plans

n/a

STAFF/AGENCY COMMENTS

Community Development

Applicant is strongly encouraged to discuss this requested **Special Use Permit** for a temporary wireless telecommunications facility in an A-O zoning district with owners of adjacent properties, and with representatives of the adjacent Greater Glenwood, Piedmont Heights, and Ardmore Park neighborhoods.

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 Guideline incentives (local).

Planning

This analysis is based on information provided to staff as indicated in this report. The recommendation of staff below is only to be considered to the degree that this information is consistent with the competent evidence presented at the Special Use Permit hearing before the Zoning Commission and is not intended to replace the objective fact finding role of the Commission at this hearing.

The subject property contains 44.01 acres currently developed as a coliseum, aquatic center, pavilion, and parking facility- all uses that are permitted in the A-O (Auto-Oriented) zoning district. The applicant is interested in installing a temporary wireless telecommunications facility. "Temporary Wireless Telecommunications Facilities" require a Special Use Permit under the current provisions of the Land Development Ordinance (LDO). The surrounding properties are developed with a mix of heavy and light industrial uses, along with some commercial development and single family development south of the subject property.

Per Section 30-8-12.5 of the Land Development Ordinance, temporary wireless telecommunications facilities (WTF) may be allowed with approval of a Special Use Permit subject to the following development standards: the facility must be placed on sites that are already approved for a permanent WTF; the facility may not exceed the permitted height of the permanent WTF for a particular site; and all portions of the temporary WTF and its support structures, including guy wires, must be contained within the property or compound boundaries that are approved specifically for the permanent WTF.

To be approved, this request must conform to the intent and purpose of the Zoning Ordinance and the Comprehensive Plan in that:

1. That the proposed use will not be detrimental to the health or safety of persons residing or working in the vicinity, or injurious to property or improvements in the vicinity.
2. That the proposed use at the particular location provides a service or facility that will contribute to the general well-being of the adjacent and nearby industrial properties and their operations.
3. That the location and character of the proposed use will be in harmony with the area in which it is to be located and in general conformity with the Comprehensive Plan.

The zoning commission previously approved a Special Use Permit for a temporary wireless telecommunications facility at this location on September 9, 2013, with a duration of 12 months.

Staff Recommendation

Staff recommends **approval** of the requested **SUP** (Special Use Permit).