



Z-14-11-002

City of Greensboro Planning Department Zoning Staff Report and Plan Amendment Evaluation

Zoning Commission Hearing Date: November 10, 2014

GENERAL INFORMATION

APPLICANT	Capital Facilities Foundation, Inc.
HEARING TYPE	Rezoning
REQUEST	C-M (Commercial-Medium) to UMU (University Mixed Use)
CONDITIONS	None
LOCATION	815 & 817 Glenwood Avenue , generally described as south of West Lee Street and east of Glenwood Avenue.
PARCEL ID NUMBER(S)	7864025449 & 7864025445
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). 54 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~0.36 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	None

SITE DATA

Existing Use	Vacant single family dwellings	
	Adjacent Zoning	Adjacent Land Uses
N	UMU (University Mixed Use)	Single family dwelling transitioning to identified future university development
E	RM-12 (Residential Multi-Family)	Multi-family dwellings
W	C-M (Commercial-Medium)	Single-family dwellings
S	C-M (Commercial-Medium) R-5 (Residential Single-Family)	Single family dwellings Single family dwellings

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property has been zoned C-M since the adoption of the Land Development Ordinance in July, 2011. Prior to the LDO, the property was zoned GB.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (C-M)	Requested (UMU)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate a wide range of retail, service and office uses.	Established to promote a mix of retail, office, residential, civic, and institutional uses in a compact, pedestrian-oriented environment in close proximity to a college or university.

**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 Central Business Overlay Zone, which prohibits establishment of new outdoor advertising signs therein.

Environmental/Soils - Site drains to South Buffalo Creek

Water Supply Watershed	Site drains to South Buffalo Creek, non-watersupply 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

Potable Water	Available
Waste Water	Available

Airport Noise Cone

n/a

Landscaping Requirements

Landscaping requirements will be established at the time a development plan is submitted

for this site.

Glenwood Ave. - Street Yard – minimum width 10’; 2 canopy trees per 100’, 17 shrubs per 100’

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

Required Landscaping

Parking lot planting yards must include at least one canopy tree for every 12 parking spaces.

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

.36 ac. 1% of lot size to be determined at the time a development plan is submitted for the site.

Transportation

- Street Classification: West Lee Street – Major Thoroughfare.
 Glenwood Avenue – Collector Street.
- Site Access: All access(s) must be designed and constructed to the City of Greensboro standards.
- Traffic Counts: Lee Street ADT = 34,403.
- 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 2 (Four Seasons) is adjacent to subject site, along Glenwood Avenue and GTA Route 11 (High Point Road) is within 235 ft of subject site, along West Lee Street.
- Traffic Impact Study: No TIS required per TIS Ordinance.
(TIS)
- Street Connectivity: N/A.

Other: N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **UMU (University Mixed Use)** 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 Residential** within the adopted Glenwood Neighborhood Plan. The requested **UMU (University Mixed Use)** zoning district is generally consistent with the **Mixed Use Residential GFLUM** designation, provided that buildings are of the appropriate scale and intensity, and include compatible local serving non-residential uses.

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 Residential – This designation applies to neighborhoods or districts where the predominant use is residential and where substantial, compatible local-serving nonresidential uses may be introduced. Such use mixes are typically found in older, in-town neighborhoods that accommodate "corner stores" and other local services, as well as in newly developed traditional neighborhood developments (TNDs). This district is also applied in areas suited to a diverse mix of housing types and densities. Ensuring that buildings are of the appropriate scale and intensity is critical.

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.

Glenwood Neighborhood Plan

Applicable Neighborhood Goals:

- Improve Walkability and Bikeability
- Promote Desirable Infill Development
- Promote Vibrant Accessible Retail & Services

Recommended Implementation Action 2 – Land Use and Zoning:

Collaborate and work with developers and property owners to encourage desirable forms of infill development, through re-zoning, subdivision, and site plan processes.

Encourage developers to consult with the City's Urban Designer early in the development process, to promote quality context-sensitive designs.

Encourage developers to re-use existing houses by adapting to retail / office space and live-work units.

Work together to implement the land use patterns recommended the Glenwood Future Land Use Map.

Use involvement in HPR/WLS Corridor Study to address transitions between uses inside and outside of this corridor.

Coordinate through re-zoning, subdivision, and site plan processes to ensure that proposals include appropriate buffers or transitions where needed.

Recommended Implementation Action 3 – Transportation:

Install proposed sidewalk links and pedestrian crossing improvements as shown in the BiPed Plan, as funding permits.

Continue to identify and repair damaged sidewalks, as funding and other resources permit.

Continue to install new bicycle racks at identified locations as funding permits.

Implement planned improvements on West Lee Street at Glenwood Avenue intersection and at Silver Avenue / Tate Street intersection.

Install needed wheelchair ramps as appropriate.

Ensure that street resurfacing and repair projects result in a smooth, even pavement surface that is safe and comfortable for bicyclists, wheelchair users, and others.

Collaborate to identify and evaluate target intersections for options to improve safety for all users

Recommended Implementation Action 7 – Development and Investment:

Work with developers through rezoning, site plan, and subdivision processes to avoid unnecessary tear-downs and encourage adaptive re-use of existing structures.

Other Plans

n/a

STAFF ANALYSIS AND RECOMMENDATION

Community Outreach

Applicant is strongly encouraged to discuss this proposed rezoning and development with owners of surrounding properties, and with representatives of the Greater Glenwood Neighborhood Association, within which the subject site is located.

Based on the subject site's inclusion within the UNCG Spartan Village campus expansion project, and proximity to the pedestrian and bicycle underpass connecting West Lee Street at Glenwood Avenue with Oakland Avenue at Forest Street, long term quality of life for future residents and users of this proposed mixed use development would be greatly enhanced by provision of secure, convenient bicycle parking.

Staff Analysis

This 0.36-acre subject site is currently developed with vacant single family dwellings but was previously identified for future UNCG campus expansion through a 2011 amendment to the Glenwood Neighborhood Plan. The site adjoins RM-12 (multifamily dwellings) to the east. West and south of the site the zoning is C-M (single family dwellings). Further south the zoning transitions to R-5 (single family dwellings). North of the site the zoning transitions to UMU (a vacant single family dwelling and identified future university development).

The Generalized Future Land Use map, through the Glenwood Neighborhood Plan, designates this site as Mixed Use Residential. This designation applies to neighborhoods or districts where the predominant use is residential and where substantial, compatible local-serving nonresidential uses may be introduced.

The UMU, University Mixed Use, district is established to promote a mix of retail, office, residential, civic, and institutional uses in a compact, pedestrian-oriented environment in close proximity to a college or university. Development should address appropriate and compatible transitions to existing single-family residential neighborhoods. The adaptive re-use of existing historic structures will be encouraged along with new development. The change to the UMU zoning district will allow these properties to be developed in conjunction with immediately adjacent properties located along W. Lee Street currently zoned UMU. This will allow for a unified mixed use development that enhances the Lee Street corridor and can be designed to limit impacts on nearby residential properties.

The proposed request supports the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas and the Housing and Neighborhoods goal to meet the needs of present and future Greensboro citizens for a choice of decent,

affordable housing in stable, livable neighborhoods that offer security, quality of life, and the necessary array of services and facilities. The area around this request also contains a variety of residential uses with varying densities and existing development associated with the UNCG campus.

This request is consistent with the intent and purpose of the zoning code, the Comprehensive Plan (Connections 2025) and is generally compatible with the existing development and trend in the surrounding area.

Staff Recommendation

Staff recommends **approval** of the requested **UMU** (University Mixed Use) zoning district.