



Z-14-12-003

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

Zoning Commission Hearing Date: December 8, 2014

GENERAL INFORMATION

APPLICANT Beacon Management Corp on behalf of Pitts Farm LLC
HEARING TYPE Rezoning
REQUEST **C-H** (Commercial-High) to **CD-RM-8** (Conditional District-Residential Multi Family)
CONDITIONS 1) Uses will be limited to a maximum of 120 dwelling units.
LOCATION **1217 Rotherwood Road**, generally described as north of Rotherwood Road and east of Martin Luther King Jr. Drive
PARCEL ID NUMBER(S) **7873259507**
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). **50** notices were mailed to those property owners in the mailing area.
TRACT SIZE ~19.26 Acres
TOPOGRAPHY Undulating
VEGETATION None

SITE DATA

Existing Use	Undeveloped
Adjacent Zoning	Adjacent Land Uses
N LI (Light Industrial)	Undeveloped & I-40
E LI (Light Industrial)	Industrial operation
W C-M (Commercial-Medium)	Retail sales and professional services
S C-M (Commercial-Medium) LI (Light Industrial)	Retail sales Industrial operations

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property is zoned C-H (Commercial-High) since the adoption of the Land Development Ordinance in July 2011. Prior to the LDO, the property was zoned SC (Shopping Center).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (C-H)	Requested (CD-RM-8)
Max. Density:	N/A	8.0 units per acre
Typical Uses	Primarily intended to accommodate a wide range of high intensity retail and service developments meeting the shopping and distributive needs of the community and the region, and some residential uses.	Primarily intended to accommodate duplexes, twinhomes, townhouses, cluster housing, and similar residential 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 - Site drains to South Buffalo Creek

Water Supply Watershed	Site drains to South Buffalo Creek, non-watersupply watershed
Floodplains	FEMA regulated Special Flood Hazard Area (SFHA) is onsite. FEMA Floodway is on site. No development is allowed within the FEMA Floodway unless 'No Rise' engineering calculations have been submitted to Stormwater. There must be a 'No Rise' in the Base Flood Elevation (BFE). A Floodplain Development Permit is required for ANY disturbance within the floodplain/SFHA area. Any mechanical equipment and the lowest finished floor elevation must be at least 1ft above Base Flood Elevation(BFE). An Elevation Certificate is required for structures in the floodplain, one at foundation stage and another at finished construction stage.
Streams	Perennial streams in require 50ft buffer each side measured from top of bank.
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

Rotherwood Rd. & Bristol Rd. - Street Yard Required– minimum width 10’; 2 canopy trees per 100’, 17 shrubs per 100’

Adjoining neighboring parcels with an LUC greater than 2- 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

19.26 ac. 10% of lot size

Transportation

Street Classification: Martin Luther King Jr. Drive – Major Thoroughfare.
Alamance Church Road – Major Thoroughfare.
Rotherwood Road – Collector Street.

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

Traffic Counts: Rotherwood Road ADT = 3,370 (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 4 (Benbow / Willow Road) and GTA Route 13 (Martin Luther King Jr. Drive) is adjacent to subject site, along Rotherwood Road.

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

Street Connectivity: N/A.

Other: N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-RM-8 (Conditional District Multi-family)** 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-RM-8 (Conditional District Multi-family)** zoning district as conditioned is generally consistent with the **Mixed Use Commercial** GFLUM designation.

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.

Housing and Neighborhoods Goal 6: 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.

Policy 6C: Promote the diversification of new housing stock to meet the needs of all citizens for suitable, affordable housing.

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.

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 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 Rotherwood Neighborhood, within which the subject site is partially located.

Based on the proximity of the subject site to the planned Liberty Valley Greenway South and Buffalo Creek Greenway, long term quality of life for future residents of this proposed multi-family residential development would be greatly enhanced by provision of secure, convenient bicycle parking.

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).

Staff Analysis

This 19.141-acre subject site is currently undeveloped. The site adjoins C-M (retail sales and professional services) to the west. East and south of the site the zoning is LI (industrial operations). Further south the zoning transitions to C-M (retail sales). North of the site the zoning is also LI (undeveloped and I-40).

The Generalized Future Land Use map designates this site as 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.

The CD-RM-8 request will introduce a residential component to the designated mixed use area that currently contains a variety of commercial uses. Both the potential residents and existing businesses stand to benefit from the adjacent services located within close proximity. Approving this request will help meet the needs of present and future Greensboro citizens by way of providing quality affordable housing and convenient access to community services, facilities, and amenities. It also supports the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas

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 **CD-RM-8** (Conditional District-Residential Multifamily) zoning district.