



Z-15-01-007

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

Zoning Commission Hearing Date: January 12, 2015

GENERAL INFORMATION

APPLICANT	Bruce Fleming
HEARING TYPE	Rezoning
REQUEST	LI (Light Industrial) to C-M (Commercial-Medium)
CONDITIONS	N/A
LOCATION	1115 East Bessemer Avenue
PARCEL ID NUMBER(S)	7875201931
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). 64 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~0.78 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	None

SITE DATA

Existing Use	Vacant non-residential structure	
	Adjacent Zoning	Adjacent Land Uses
N	LI (Light Industrial)	Industrial operation
E	C-M (Commercial-Medium)	Professional Services
W	LI (Light Industrial)	Industrial operation
S	C-M (Commercial-Medium) LI(Light Industrial)	Convenience store with fuel pumps A&T Band Center

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property has been zoned LI since the adoption of the Land Development Ordinance in July 2011. The adoption of the LDO did not impact the LI zoning.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (LI)	Requested (C-M)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial/service activities which in their normal operations have little or no adverse effect upon adjoining properties.	Primarily intended to accommodate a wide range of retail, service and office 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

The subject site is located within the Central Business Overlay Zone, which prohibits the establishment of new outdoor advertising signs therein.

Environmental/Soils - Site drains to South Buffalo Creek

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

Floodplains N/A

Streams N/A

Other: If >1acre is to be disturbed and BUA is increased, site must meet Phase 2 requirements. Quantity & Quality must be addressed, treat new BUA and any existing BUA that drains to the State approved Water Quality BMP.

Utilities

Potable Water Available

Waste Water Available

Airport Noise Cone

n/a

Landscaping Requirements

Landscaping requirements are not applicable unless there is a disturbance or expansion

and the specifications will be established at the time a development plan is submitted for this site.

Street Yard - Abutting public right of way– minimum width 10’; 2 canopy trees per 100’, 17 shrubs per 100’

Parking Lot 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

The tree conservation requirements apply to all of the following: the disturbance of a tree, a tree disturbance permit, or an approved plan, per 30-4-26-3, is required in association with all of the following:

- A. Principal buildings or open uses of land developed, constructed, reconstructed, or established
- B. Changes in use that result in an increase of 2 or more in the Land Use Classification number, in which case the tree conservation requirements of this section apply to the entire zone lot. For example: Existing (City R-3) to Requested (CD-SM)
- C. All expansions of buildings, parking areas, or open uses of land, except the first 3,000 square feet of expansion to buildings, parking areas, or open uses of land existing on October 17, 2000 (Note: the tree conservation requirements of this section are applicable only to the expansion).

Transportation

- Street Classification: East Bessemer Avenue – Minor Thoroughfare.
Westside Drive – Local Street.
- Site Access: All access(s) must be designed and constructed to the City of Greensboro standards.
- Traffic Counts: East Bessemer Avenue ADT = 25,783 (GDOT, 2014).
- 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 East Bessemer Avenue frontage of this property.
- Transit in Vicinity: Yes, GTA Route 14 (Bessemer Avenue / Phillips Avenue) is adjacent to subject site, along East Bessemer Avenue.
- Traffic Impact Study: No TIS required per TIS Ordinance.
(TIS)
- Street Connectivity: N/A.
- Other: N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **C-M (Commercial-Medium)** zoning as conditioned 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 **C-M (Commercial-Medium)** zoning district is generally consistent with the **Mixed Use Commercial** GFLUM designation. The Growth Strategy Map designates the subject site as being partially within the **East Wendover Avenue Reinvestment Corridor** and partially within the **NC A&T Reinvestment Area**.

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.

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 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). 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.

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.

Balanced Economic Development: A Strategic Plan for East Greensboro

Retail Opportunities:

Adaptive Reuse of Retail – The presence of significant “Big Box” vacancy in the E. Cone Boulevard should be addressed. A program on identifying adaptive reuse opportunities should be implemented with the following categories as the primary focus:

- City and County Government facilities
- Churches
- Early Childhood Development
- For profit educational facilities
- Library
- Medical Facility
- Interior Design Center

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 representatives of the Bessemer-Summit Merchants Association.

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).

Staff Analysis

This 0.78-acre subject site is currently developed with a vacant nonresidential structure. The site adjoins LI (industrial operations) to the north. Immediately west of the site is zoned LI (industrial operation); transitioning to C-M (retail, restaurants, and professional services). East of the request, across Westside Drive, the zoning is C-M (retail sales and professional services). South of the request, across East Bessemer Avenue, the zoning transitions from C-M (right of way, retail and restaurants) to LI (industrial operation).

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 C-M request is consistent with the zoning to the east further to the west and the list of potential uses is compatible with adjacent development. The proposed request supports the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas and the Economic Development goal to promote a healthy, diversified economy.

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 **C-M** (Commercial-Medium) zoning district.