



Z-15-03-001

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

**Zoning Commission Hearing Date: April 13, 2015**

**GENERAL INFORMATION**

**APPLICANT** Appanage LLC

**HEARING TYPE** Rezoning Request

**REQUEST** **CD-O** (Conditional District-Office) and **R-3** (Residential Single-Family) to **CD-O** (Conditional District-Office)

**CONDITIONS**

1. Maintain the existing structure without expansion.
2. Maximum number of children to be 30.
3. Any daycare facility will be limited to a maximum of 30 children.

**LOCATION** **5314 West Friendly Avenue**

**PARCEL ID NUMBER(S)** **7845020739**

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

**TRACT SIZE** ~1.44 Acres

**TOPOGRAPHY** Undulating

**VEGETATION** Office

**SITE DATA**

**Existing Use** Multi tenant office space

**Adjacent Zoning**

**Adjacent Land Uses**

N	R-3 (Residential Single-Family)	Single family dwellings
E	CD-O (Conditional District-Office)	Offices
W	CD-O (Conditional District-Office)	Offices
S	R-3 (Residential Single-Family)	Single family dwellings

**Zoning History**

Case #	Date	Request Summary
2315	2/10/1992	Requested from Residential 120S to Conditional Use-Institutional 100 with the following conditions: 1. Uses: chiropractic and/or general office uses and accessory uses. 2. The subject property shall be developed as a part of a unified development plan with the contiguous property to the West and a total of one principal building shall be permitted on the combined tract. 3. A total of only one curb cut on Friendly Avenue shall be allowed on the combined subject property and contiguous property to the west. 4. No direct vehicular access shall be provided to Foxwood Drive. 5. A landscaped buffer of 5.0 feet shall be provided along the rear property line of the subject property.

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District Designation:	Existing (CD-O)	Requested (CD-O)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate office, institutional, supporting service and other uses.	Primarily intended to accommodate office, institutional, supporting service and other 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 West Friendly Avenue Visual Corridor 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 Greensboro watersupply watershed, Horsepen Creek

Floodplains N/A

Streams N/A

Other: Maximum High Density development is 70% Built Upon Area(BUA). Site is also within the 5 statue mile radius of the PTI Airport. If site is not 70% BUA and new BUA is proposed, site must meet current watershed requirements.

**Utilities**

Potable Water Available

Waste Water Available

**Airport Noise Cone**

n/a

**Landscaping & Tree Preservation Requirements**

Not applicable unless there is an expansion or redevelopment of the site.

**Transportation**

Street Classification: West Friendly Avenue – Major Thoroughfare.  
Foxwood Drive – Local Street.

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

Traffic Counts: West Friendly Avenue ADT= 35,298 (GDOT, 2013).

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 7 (Friendly Avenue) is adjacent to subject site, along West Friendly 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 **CD-O (Conditional District-Office)** 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-O (Conditional District-Office)** 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 **West Friendly Avenue / College Road / New Garden Road Activity Center**.

### **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.

**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.

## **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.

**Goal B:** Improve access to destinations, especially via alternate modes (public transit, walking, and bicycling); including the critical first and last miles of journeys.

**Goal C:** Improve the safety of transportation systems and facilities, especially for vulnerable transportation users (children, seniors, handicapped adults, pedestrians, bicyclists).

##### **Principle 3 – Enhance Economic Competitiveness:**

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

##### **Principle 6 – Value Communities and Neighborhoods:**

**Goal A:** Promote coordinated transportation and land use decisions for broader livability throughout Greensboro.

**Goal E:** Work at the neighborhood level to reconnect neighborhoods to jobs and services, promote "Desirable Infill Development" and redevelop major corridors to strengthen adjacent neighborhoods.

##### **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 adjacent Hamilton Lakes neighborhood.

**Staff Analysis**

This 1.44-acre subject site is currently a multitenant office building. North and south of the request are single family dwellings (zoned R-3). West and east of the request, fronting West Friendly Avenue, are office uses (zoned CD-O).

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.

This CD-O request is consistent with the land uses established in close proximity and the list of potential uses allowed is similar to those allowed with existing adjacent development along West Friendly Avenue. 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 and 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 **CD-O** (Conditional District-Office) zoning district.