



Z-15-04-002

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

Zoning Commission Hearing Date: April 13, 2015

GENERAL INFORMATION

APPLICANT	Durban Development LLC on behalf of Holden Road Station, Inc.
HEARING TYPE	Rezoning Request
REQUEST	R-3 (Residential Single-Family) to CD-C-L (Conditional District-Commercial-Low)
CONDITIONS	<ol style="list-style-type: none">1. All uses permitted in the C-L district except any use that requires a drive through facility and public assembly.2. Building(s) exteriors, at a minimum, shall consist of 50% brick or stone veneer and incorporate similar architectural features of adjacent residential uses.3. A six foot opaque fence shall be provided along the eastern property line, where permitted..4. The required buffer plantings along the eastern property line shall consist of a minimum of 65% evergreen plant material.5. Water quality device(s) shall be fenced6. The total square footage of all buildings shall not exceed 9,000 square feet.7. Building(s) shall not exceed one story in height, inclusive of architectural features.
LOCATION	2115 West Vandalia Road
PARCEL ID NUMBER(S)	7852071186
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). 56 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~1.97 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	Residential

SITE DATA

Existing Use	Single family dwelling
Adjacent Zoning	Adjacent Land Uses

N	R-3 (Residential Single-Family)	Single family dwellings
E	R-3 (Residential Single-Family)	Single family dwellings
W	CD-C-L (Conditional District Commercial-Low)	Retail sales and services
S	R-3 (Residential Single-Family)	Single family dwellings

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject property has been zoned R-3 since the adoption of the Land Development Ordinance in July 2011. Prior to the adoption of the LDO, the property was zoned RS-12.

ZONING DISTRICT STANDARDS

Zoning District Designation:	Existing (R-3)	Requested (CD-C-L)
Max. Density:	A maximum density of 3.0 units per gross acre.	N/A
Typical Uses	Primarily intended to accommodate low-density single family detached residential development.	Primarily intended to accommodate low intensity shopping and services close to residential areas.

District Summary *

**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 South Holden Road 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 South Buffalo Creek, non-watersupply watershed

Floodplains N/A

Streams Possible stream on-site, stream must be identified. If stream is either Perennial or Intermittent a 50 foot stream buffer will be required.

Other: If >1acre is disturbed and Built Upon Area is increased, site must meet current Phase 2 requirements. Water Quality and water quantity must be addressed

Utilities

Potable Water Available

Waste Water Available

Airport Noise Cone

n/a

Landscaping & Tree Preservation Requirements

Street Yard: W. Vandalia Rd. - 10' wide street yard including 2 canopy trees and 17 shrubs per 100'

Buffer Yard: Adjacent to residential use - 25' wide Type B buffer yard with 3 canopy trees, 3 understory trees and 25 shrubs per 100'
Zoning conditions listed above must also be met.

Parking Lot: Trees for required parking spaces - 1 canopy tree per 12 spaces.

Tree Preservation Requirements

Acreage

Requirements

2 ac.

5% of lot size

Transportation

Street Classification: S. Holden Road – Major Thoroughfare.
W. Vandalia Road – Major Thoroughfare.

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

Traffic Counts: W. Vandalia Road ADT = 7,811 (GDOT, 2014).
S. Holden Road ADT = 16,122 (GDOT, 2014).

Trip Generation: 24 Hour = 533, AM Peak Hour = 32, PM Peak Hour = 57.

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 12A (South Town Connector) is adjacent to subject site, along W. Vandalia Road.

Traffic Impact Study: (TIS) Yes, required per TIS Ordinance. Please see the end of this staff report for the Executive Summary of the TIS.

Street Connectivity: N/A.

Other: N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-C-L (Conditional District-Commercial-Low)** 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 **Low Residential (3-5 d.u./acre)** and **Moderate Residential (5-12 d.u./acre)**. The requested **CD-C-L (Conditional District-Commercial-Low)** zoning district is generally inconsistent with these GFLUM designations, however, per City Council adopted policy, a GFLUM amendment is not required for rezoning requests that are limited to the Commercial-Neighborhood (C-N), Commercial-Low (C-L), Mixed Use-Low (MU-L), or Mixed Use-Medium (MU-M) zoning districts, if: Public assembly spaces are limited to neighborhood scale; Maximum heights are limited to 50 feet; Total square footage for all buildings is limited to 20,000 square feet; and the Proposal incorporates similar architectural features and clear pedestrian connections to adjacent residential development.

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

Low Residential (3-5 d.u./acre): This category includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within this density range. Although there are some existing residential areas in the City developed on lots greater than 1/3 acre, future residential developments and "conventional" subdivisions should generally maintain a gross density of no less than three dwellings per acre, except where environmental constraints (e.g., the Watershed Critical Area) prevent such densities from being achieved. Compact developments that include clustered, small lots with substantial retained open space are encouraged.

Moderate Residential (5-12 d.u./acre): This category accommodates housing types ranging from small-lot, single-family detached and attached single-family dwellings such as townhomes to

moderate density, low-rise apartment dwellings.

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 Lamrocton neighborhood.

Long term safety and accessibility for users of the subject site, and for employees of businesses occupying the subject site would be greatly enhanced by the presence of sidewalks along both sides of South Holden Road and West Vandalia Road.

Staff Analysis

This 1.97-acre subject site is currently a single family dwelling. North, south and east of the subject property is zoned Residential Single-Family (single family dwellings). West of the request is zoned CD-C-L (retail sales and services).

The Generalized Future Land Use Map designates this site as primarily Low Residential. This designation includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within a density range of 3 to 5 units per acre. There is also a small sliver of property designated as Moderate Residential. This category accommodates housing types ranging from small-lot, single-family detached and attached single-family dwellings such as townhomes to moderate density, low-rise apartment dwellings within a density range of 5 to 12 units per acre.

Per City Council adopted policy, Generalized Future Land Use Map amendments are not required if a rezoning request is for neighborhood-oriented non-residential or mixed uses in residentially designated areas under certain zoning districts which includes the Commercial-Low zoning district. Additionally rezoning requests to neighborhood oriented non-residential districts must limit public assembly spaces to neighborhood scale, maximum height 50 feet, total square footage for all buildings to a maximum of 20,000 square feet, and incorporate similar architectural features and clear pedestrian connections to adjacent residential development.

The applicant has requested to rezone the site to CD-C-L (Conditional District-Commercial-Low) to establish a neighborhood oriented commercial business, excluding any use that requires a drive through facility. The applicant has further offered conditions to ensure compatibility with surrounding residential uses by limiting overall development size (square footage and building height), incorporating architectural features similar to adjacent residential uses and providing enhanced landscaping and fencing.

The request is consistent with the intent of the C-L district, which is primarily intended to accommodate low intensity shopping and services close to residential areas. The proposed request also supports the Comprehensive Plan's Economic Development goal to promote a healthy and diversified economy and Growth at the Fringe goal to provide a development framework for the fringe that guides sound, sustainable patterns of land use.

Staff Recommendation

Staff recommends **approval** of the requested **CD-C-L** (Conditional District-Commercial-Low) zoning district.

Additional InformationTraffic Impact Analysis Executive Summary

The purpose of this Traffic Impact Analysis (TIA) is to review vehicular traffic impacts as a result of the proposed Vandalia & Holden Family Dollar development. The objectives of the study are:

- To estimate trip generation and distribution for the proposed development.
- To perform capacity analyses for the identified study area.
- To determine the potential traffic impacts of the proposed development.
- To develop recommendations for needed roadway and operational improvements to accommodate the proposed development's traffic impacts.

The proposed Vandalia & Holden Family Dollar development is located in Greensboro, North Carolina in the southeast quadrant of the intersection of W. Vandalia Road and S. Holden Road.

As currently envisioned, the proposed retail development will ultimately consist of 8,320 sf of Variety Store.

The development is expected to be completed (built-out) in 2015. The proposed development will be accessed via the following proposed driveways:

- Driveway #1 – A Right-In/Right-Out (RI/RO) driveway connection to S. Holden Road
- Driveway #2 – A full-movement, unsignalized driveway connection to W. Vandalia Road

It is important to note that both of these driveways are existing. Furthermore, the approach taper for the opposing left-turn lane on W. Vandalia is currently being utilized as a left-turn lane for the existing eastern-most driveway. In the future scenarios, a two-way left-turn lane (TWLTL) will be added at this location.

This report summarizes the analyses of 2014 existing conditions, 2015 background conditions, and 2015 build-out conditions during the AM and PM peak hours at the following intersections:

- S. Holden Road and W. Vandalia Road (signalized)
- S. Holden Road and Driveway #1 (proposed RI/RO)
- Driveway #2 and W. Vandalia Road (proposed full-movement)

Kimley-Horn and Associates, Inc. was retained to determine the potential traffic impacts of this development (in accordance with the traffic study guidelines set forth by the City of Greensboro) and to identify transportation improvements that may be required to accommodate future traffic conditions. This report presents trip generation, distribution, capacity analyses, and recommendations for transportation improvements required to meet anticipated traffic demands.

Based on the capacity analyses contained herein, no roadway improvements are recommended to mitigate impact of the proposed development on the adjacent street network. However, since a functioning left-turn lane into the site is not present on W. Vandalia Road, the existing approach/departure taper for the left-turn at Holden Road should be restriped to create a bi-directional center turn lane. The recommendation is graphically shown below. While this bi-direction center turn lane is not necessary as part of the planned development, it will improve safety and better manage driver expectations along this corridor.

