



Z-15-07-001

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

Zoning Commission Hearing Date: July 13, 2015

GENERAL INFORMATION

APPLICANT	William Seymour on behalf of McConnell Center
HEARING TYPE	Rezoning Request
REQUEST	CD-C-M (Conditional District-Commercial-Medium) to LI (Light Industrial)
CONDITIONS	N/A
LOCATION	3820 McConnell Road
PARCEL ID NUMBER(S)	7894500450
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). 16 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~6.103 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	None

SITE DATA

Existing Use	Vacant
Adjacent Zoning	Adjacent Land Uses
N BP (Business Park)	Interstate
E County-AG (Agricultural)	Single family dwellings and vacant property
W LI (Light Industrial)	Vacant
S CD-LI (Conditional District-Light Industrial)	Industrial operations

Zoning History

Case #	Date	Request Summary
CP-07-33	8/4/2007	<p>The subject property was annexed and zoned CD-C-M with the following conditions:</p> <p>(1) Uses: All uses permitted in the Highway Business District except land clearing and inert debris landfills; minor bars; billiard parlors; bingo games; clubs or lodges; coin operated amusements; fortune tellers; astrologers; go-cart raceways; automobile parking (commercial); coin-operated Laundromats; truck driving school; truck and utility trailer rental & leasing, Light; boat sales; bus terminals; and taxi terminals.</p> <p>(2) Uses that involve outdoor storage of vehicles, equipment or materials shall not be allowed.</p> <p>(3) Cinderblock and metal sided buildings shall not be permitted.</p> <p>(4) Developer will use variation, articulation, fenestration or signature architectural elements at a minimum of 50-foot intervals on building facades to help create the appearance of a local serving commercial development. The property will be developed with at least one of the following: (a) The street planting yard shall be a minimum of 16 feet wide-additional planting rate; (b) Entryways shall be provided consisting of a combination of signage, landscaping and/or architectural embellishments that match an architectural feature or building material of buildings; or (c) As an integrated Multiple Use Development.</p>

ZONING DISTRICT STANDARDS

Zoning District Designation:	Existing (CD-C-M)	Requested (LI)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate a wide range of retail, service and office 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.

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

n/a

Environmental/Soils -

Water Supply Watershed Site drains to Lake MacIntosh WS-IV, Little Alamance Creek

Floodplains N/A

Streams N/A

Other: Site must meet current Water Supply Watershed requirements, Water Quality and water quantity must be addressed. Maximum Built Upon Area (BUA) 70% for High Density development.

Utilities

Potable Water Available

Waste Water Available

Airport Noise Cone

n/a

Landscaping & Tree Conservation Requirements

Street Yard: Street planting yards must be installed abutting public street rights-of-way. The required street planting yard must have a minimum width of 10 feet (as measured from the outside edge of the right-of-way or the back of the sidewalk, whichever is further from the street centerline) and include at least 2 canopy trees and 17 shrubs per 100 linear feet of required street planting yard, not including allowed driveways.

Parking lot: 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 for required parking spaces: 1 canopy tree per 12 spaces

Tree Conservation Requirements

Acreage	Requirements
6.103 ac.	10% of lot size

Transportation

Street Classification: McConnell Road – Collector Street.
 McConnell Center Drive – Local Street.

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

Traffic Counts: McConnell Road ADT = 3,000 (NCDOT, 2011).

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: No.

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

Street Connectivity: N/A.

Other: N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **LI (Light Industrial)** 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 Corporate Park**. The requested **LI (Light Industrial)** zoning district is generally consistent with the **Mixed Use Corporate Park** 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.

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 Corporate Park: This designation is intended for large tracts of undeveloped land near the City's fringe that are appropriate for well planned, larger scale business/employment parks with supporting uses such as retail, hotels, and residential. Primary uses such as office, flex office, technology research and development, light manufacturing, distribution, and assembly should be placed in a campus-like or "corporate park" setting with generous, linked open space to maximize value and to promote visual quality and compatibility with the surrounding area. Pedestrian-friendly features such as buildings placed near the street, sidewalks, and trails leading to nearby uses such as retail and housing should be encouraged.

CONFORMITY WITH OTHER PLANS

City Plans

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.

Staff Analysis

This 6.1 acre subject site is currently undeveloped. North of the site is Interstate 40, east of the site are undeveloped properties single family dwellings, with highway oriented commercial uses further to the northeast, south of the site are active industrial/warehouse uses and west of the site is currently undeveloped.

The Generalized Future Land Use Map designates this site as Mixed Use Corporate Park. This designation is intended for large tracts of undeveloped land near the City's fringe that are appropriate for well planned, larger scale business/employment parks with supporting uses such as retail, hotels and residential.

The LI district is 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.

The LI request is consistent with the land uses established in close proximity and the intent of the Mixed Use Corporate Park designation. The proposed request supports the Comprehensive Plan's Economic Development goal to promote a healthy and diversified economy. It will also promote the growth at the fringe goal to promote sound, sustainable land use patterns that provide for the efficient provision of public services and facilities at the fringe of the city.

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 **LI** (Light Industrial) zoning district.