



Z-15-08-002

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

Zoning Commission Hearing Date: August 10, 2015

GENERAL INFORMATION

APPLICANT	James H. Peebles on behalf of Fairview Mill Lofts
HEARING TYPE	Rezoning Request
REQUEST	HI (Heavy Industrial) to CD-RM-18 (Conditional District-Residential Multifamily)
CONDITIONS	1. Uses limited to a maximum of 240 units and accessory uses. 2. Maintain the existing structure without expansion.
LOCATION	Portion of 1700 Fairview Street
PARCEL ID NUMBER(S)	7875261633
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). 85 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~13.72 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	None

SITE DATA

Existing Use	Vacant Nonresidential structure
Adjacent Zoning	Adjacent Land Uses
N HI (Heavy Industrial)	Industrial operations
E HI (Heavy Industrial) RM-18 (Residential Multifamily)	Undeveloped and single family dwellings
W RM-18 (Residential Multifamily)	Park

S R-5 (Residential Single-Family) Single family dwellings

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject property has been zoned HI (Heavy Industrial) since the adoption of the Land Development Ordinance July 1, 2010. Prior to implementation of the LDO the property was also zoned HI.

ZONING DISTRICT STANDARDS

Zoning District Designation:	Existing (HI)	Requested (CD-RM-18)
Max. Density:	N/A	A maximum of 18.0 units per acre.
Typical Uses	Primarily intended to accommodate a wide range of assembling, fabricating, and manufacturing activities.	Primarily intended to accommodate multifamily and similar residential uses.

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 North Buffalo Creek, non-watersupply watershed
Floodplains	On site, any disturbance within the FEMA 1% Special Flood Hazard Area requires a Floodplain Development Permit.
Streams	Perennial stream onsite. A 50ft stream buffer is required measured from top of bank each side of stream.
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: 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.

Buffer Yard: Adjacent to residential lot: Type B buffer yard with an average width of 25' that includes 3 canopy trees, 5 understory trees, & 25 shrubs per 100 linear feet. Adjacent to park: Type C buffer yard with an average width of 15' that includes 2 canopy trees, 3 understory trees, & 17 shrubs per 100 linear feet.

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 Preservation Requirements

Acreage	Requirements
13.72 ac.	10% of lot size

Transportation

- Street Classification: Fairview Street – Collector Street.
Textile Drive – Collector Street.
- Site Access: All access(s) must be designed and constructed to the City of Greensboro standards.
- Traffic Counts: None Available.
- 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 6 (Summit Avenue) within 0.20 mi of the subject site, along Textile Drive.
- Traffic Impact Study: Yes, required per TIS Ordinance. Draft TIS provided to the City. (TIS)

Street Connectivity: N/A.

Other: N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-RM-18 (Conditional District-Residential Multifamily)** 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 **Industrial/Corporate Park**. The requested **CD-RM-18 (Conditional District-Residential Multifamily)** zoning district is generally inconsistent with the **Low Residential (3-5 d.u./acre)** GFLUM designation, however, per City Council adopted policy, a GFLUM amendment is not required for rezoning requests that do not involve a significant physical change resulting in new or expanded structures. The Growth Strategy Map designates the subject site as being within the **Cone Mills 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.

Housing and Neighborhood, 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.

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.

Industrial/Corporate Park: This designation applies to areas where present or anticipated uses include both light and heavy industrial uses, such as manufacturing, assembly, and fabrication; wholesaling and distribution; and corporate office and technology parks, which may be introduced to replace older heavy industrial uses. Although new residential development is discouraged in areas designated for this land use category, pre-existing residential uses may be present in or adjacent to these areas. As established industrial areas redevelop, such residential, institutional, or similar uses should be protected from adverse impacts (heavy truck traffic, significant outside storage, factors such as noise, dust, and glare, etc.) through performance-based standards, buffers, and proper separation from noxious uses.

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.

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.

Balanced Economic Development – A Strategic Plan for East Greensboro

Summit Gateway Recommendations:

1. Facilitate an expansion of North East Plaza through the assemblage of adjacent property to add an additional anchor tenant.
2. Inquire as to the long term viability of Bob Dunn Hyundai, and a possible relocation West to the adjacent land between Bill Black Chevrolet.
3. Redevelop Bob Dunn Hyundai for a possible "Club" retailer such as Sams, BJ Wholesale, or Costco.

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 Cone Mills Community neighborhood, within which the subject site is located, and the nearby White Oak neighborhood (located to the northwest) and Village at Northside neighborhood (located to the east).

Long term safety and accessibility for residents and visitors of the subject site would be greatly enhanced by the presence of sidewalks along both sides of Fairview Street.

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 13.72-acre subject site is currently a vacant industrial building. North and east of the request is an industrial operation and undeveloped property (zoned HI). South of the request are single family dwellings (zoned R-5). West of the request is a City baseball field and park area (zoned RM-18).

The Generalized Future Land Use Map designates this site primarily as Low Residential. This category 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 dwelling units per gross acre. While the proposed request does not fall within the parameters of this future land use designation, a Generalized Future Land Use map amendment was not required because the applicant offered a condition to maintain the existing structure without expansion.

The RM-18 Residential Multifamily zoning district is primarily intended to accommodate multi-family and similar residential uses at a density of 18.0 units per acre or less.

The CD-RM-18 request is consistent with the land uses established in close proximity and the proposed density is compatible with existing adjacent development. It also supports the recent development patterns in this larger area to convert vacant industrial buildings into moderate to higher density, retail, office and residential uses. Following conversations with the applicant and adjacent industrial operations, staff has encouraged both parties to acknowledge the proximity of nearby active industrial operations for future residents.

The proposed request supports the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas and the Housing and Neighborhoods goal to 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.

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-18** (Conditional District-Residential Multifamily) zoning district.