



Z-16-01-006

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

Zoning Commission Hearing Date: January 13, 2016

GENERAL INFORMATION

| | |
|----------------------------|---|
| APPLICANT | Beacon Management Corporation on behalf of Bell House Inc. |
| HEARING TYPE | Rezoning Request |
| REQUEST | O (Office) and C-M (Commercial-Medium) to CD-RM-8 (Conditional District-Residential Multifamily) |
| CONDITIONS | 1. Uses shall be limited to a maximum of 50 residential dwelling units for seniors. 2. The building height will be limited to a maximum of 3 stories. |
| LOCATION | 2400 Summit Avenue |
| PARCEL ID NUMBER(S) | 7875486429 |
| 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). 30 notices were mailed to those property owners in the mailing area. |
| TRACT SIZE | ~10.52 Acres |
| TOPOGRAPHY | Primarily flat |
| VEGETATION | Slightly wooded |

SITE DATA

| | |
|-------------------------|-----------------------------------|
| Existing Use | Vacant non-residential building |
| Adjacent Zoning | Adjacent Land Uses |
| N O (Office) | Hospice/ Palliative Care facility |
| E C-H (Commercial-High) | Undeveloped/ US-29N |
| W O(Office) | Hospice/ Palliative care facility |
| S O(Office) | Single family dwellings |

Zoning History

| Case # | Date | Request Summary |
|--------|------|---|
| N/A | N/A | <p>A portion of the subject property is currently zoned O (Office). Prior to the adoption of the Land Development Ordinance in July 2010, the property was zoned GO-M (general Office-Moderate).</p> <p>A portion of the property is zoned C-M (Commercial-Medium). Prior to the adoption of the Land Development Ordinance in July 2010, the property was zoned HB (Highway Business).</p> |

ZONING DISTRICT STANDARDS

| Zoning District Designation: | Existing (O) | Existing (C-M) | Requested (CD-RM-8) |
|------------------------------|---|--|--|
| Max. Density: | N/A | N/A | Conditioned to approx. 4.75 units/acre |
| Typical Uses | Primarily intended to accommodate office, institutional, supporting service and other uses. | Primarily intended to accommodate a wide range of retail, service and office uses. | The proposal is conditioned to a maximum of 50 residential dwelling units for seniors. |

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-water supply watershed |
| Floodplains | Any disturbance within the FEMA 1% Special Flood Hazard Area requires a Floodplain Development Permit. |
| Streams | 50ft Jordan stream buffer measured from top of bank each side |
| Other: | Any buildings within the 1% Special Flood Hazard Area requires an Elevation Certificate. The finished floor, electrical, mechanical equipment, etc must be elevated to 1 foot above the Base Flood Elevation. 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 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.

Buffer Yard: Adjacent to single-family residential lots, and to medical facilities: 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: Trees for required parking spaces: 1 canopy tree per 12 spaces, in islands or medians within the parking lot.

Tree Conservation

| | |
|-----------|---------------------------------------|
| Acreage | Requirements |
| 10.52 ac. | 10% of lot size for a new development |

Transportation

| | |
|-----------------------------|--|
| Street Classification: | Summit Avenue – Minor Thoroughfare. Sixteenth Street – Minor Thoroughfare. |
| Site Access: | All access(s) must be designed and constructed to the City of Greensboro standards. |
| Traffic Counts: | Summit Avenue ADT = 15,573 (GDOT, 2012). Sixteenth Street ADT = 9,351 (GDOT, 2012). |
| 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 a portion of the Summit Avenue frontage of this property. |
| Transit in Vicinity: | Yes, GTA Routes 6 (Summit Avenue) and 15 Yanceyville Street / Brightwood School Road) are adjacent to subject site, along Sixteenth Street. |
| Traffic Impact Study: (TIS) | No TIS required per TIS Ordinance. |
| Street Connectivity: | N/A. |
| Other: | N/A. |

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-RM-8 (Residential, Multi-Family - 8 du/ac)** 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 **Low Residential (3-5 d.u./acre)**. The requested **CD-RM-8 (Residential, Multi-Family - 8 du/ac)** zoning district is generally inconsistent with the **Low Residential (3-5 d.u./acre)** GFLUM designation. However, as conditioned, and per City Council adopted policy, a GFLUM amendment is not required for rezoning requests for which the proposed residential density is within 10% of the maximum or minimum residential density for the existing future land use classification. The Growth Strategy Map identifies the subject site as being partially within the Cone Mills Reinvestment Area and partially within the US 29 Reinvestment Corridor.

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 Neighborhoods, 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 6 C: 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.

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

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 with representatives of the White Oak Neighborhood, within which the subject site is located.

Based on the proximity of the subject site to planned bicycle lanes on Summit Avenue and Sixteenth Street, as well as the planned North Buffalo Creek Greenway, which is anticipated to pass nearby the subject site to the south, long term safety and accessibility for patrons, residents, and/or employees at the subject site would be greatly enhanced by provision of secure, convenient bicycle parking.

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 (state); and
- Economic Development Impact Zone 1 (local).

Staff Analysis

This 10.52-acre subject site is currently developed with a non-residential building; formerly occupied by the Creative Aging Network. North, west and south of the request is a combination of office uses and single family dwellings (zoned O and CD-O). East of the request is US 29 North (Zoned C-H).

The Generalized Future Land Use Map designates this site 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.

The CD-RM-8 district, as conditioned, limits density to a maximum of 50 residential dwelling units, consistent with both the RM-8 requirements and the underlying GFLUM designation. Further, the height condition (maximum of three-stories) ensures compatibility with adjacent development.

Approving this request will help 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-8** (Conditional District-Residential Multifamily) zoning district.