



# Z-16-04-003

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

**Zoning Commission Hearing Date: April 18, 2016**

### GENERAL INFORMATION

<b>APPLICANT</b>	Marc Isaacson on behalf of Alliance Commercial Investments
<b>HEARING TYPE</b>	Rezoning Request
<b>REQUEST</b>	<b>PUD</b> (Planned Unit Development) to <b>PUD</b> (Planned Unit Development)
<b>CONDITIONS</b>	<ol style="list-style-type: none"><li>1. Uses shall be limited to 8,500 square feet of Office, Personal and Professional Services and Retail Sales and Service uses.</li><li>2. No drive thru facilities shall be permitted.</li><li>3. Building height shall be limited to a maximum of two stories.</li><li>4. Building exterior will be made of at least 75% brick, stucco and other complimentary non-vinyl materials (i.e. hardie plank).</li></ol>
<b>LOCATION</b>	<b>2000 Roseland Street and 2003 Golden Gate Drive</b>
<b>PARCEL ID NUMBER(S)</b>	<b>7865769489</b>
<b>PUBLIC NOTIFICATION</b>	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). <b>112</b> notices were mailed to those property owners in the mailing area.
<b>TRACT SIZE</b>	~0.44 Acres
<b>TOPOGRAPHY</b>	Primarily flat
<b>VEGETATION</b>	Multifamily

### SITE DATA

<b>Existing Use</b>	Multifamily dwellings
<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N C-M (Commercial-Medium)	Commercial parking
E C-M (Commercial-Medium) CD-C-M (Conditional District-Commercial-Medium)	Retail sales and services
W R-5 (Residential Single-Family)	Single family dwellings
S R-5 (Residential Single-Family)	Church parking lot and single family dwellings

**Zoning History**

Case #	Date	Request Summary
3813	01/22/2011	<p>The subject property was rezoned from C-M and CD-C-M to PUD with the following conditions:</p> <ol style="list-style-type: none"> <li>1. Uses: Limited to a maximum of 12 dwelling units.</li> <li>2. All required parking will be on-site.</li> <li>3. Building height will be a maximum of 2 stories.</li> <li>4. Building exterior will be made of at least 75% brick, stucco, and other complementary non-vinyl materials.</li> <li>5. The site will be developed in substantial conformity with the architectural renderings entitles "State Street Apartments" and submitted to the Planning and Community Development Department on July 11, 2011.</li> </ol>

**ZONING DISTRICT STANDARDS**

Zoning District Designation:	Existing (PUD)	Requested (PUD)
Max. Density:	N/A	N/A
Typical Uses	Conditioned to a maximum of 12 dwelling units.	Conditioned uses include 8,500 square feet of Office, Personal and Professional Services and Retail Sales and Service 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**

The subject site is located within the North Elm Street Visual Corridor Overlay Zone, which prohibits establishment of new outdoor advertising signs therein.

**Environmental/Soils**

Water Supply Watershed	Site drains to Greensboro non-watersupply watershed, N. Buffalo Creek
Floodplains	N/A
Streams	N/A
Other:	If >1 acre is disturbed and the BUA is increased, site must meet Phase 2 requirements, water quality and water quantity must be addressed. All the new BUA must be treated by a State approved water quality BMP and any existing BUA treated to the maximum extent practicable.

**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 commercial property: Type C buffer yard, with an average width of 15', a minimum width of 10', and a planting rate of 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.

**Note:** On lots of record that existed prior to July 1, 1992 that are less than 55,000 square feet in area, no development is required to landscape more than 15% of the site.

**Tree Conservation**

Acreage	Requirements
.44 ac.	1% of lot size.

**Transportation**

Street Classification: Golden Gate Drive – Collector Street.  
 Roseland Street – Local Street.  
 Newlyn Street – Local 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 3 (North Elm Street) is within 0.14 mi of the subject site, along North Elm 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 **PUD (Planned Unit Development)** 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 **PUD (Planned Unit Development)** zoning district is generally consistent with the **Mixed Use Commercial** 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.

**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 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**

**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.

**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, and with representatives of the Old Irving Park neighborhood, within which the subject site is located.

The subject site is located (or partially located, as denoted by \*) 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
- Economic Development Impact Zone 1 (local).

**Staff Analysis**

This 0.44-acre subject site is currently developed with multifamily dwellings. North and east of the request are commercial retail sales and service uses (zoned C-M and CD-C-M). South of the request is a church parking lot and single family dwellings (zoned R-5). West of the request are single family

dwellings (zoned R-5).

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.

The request, as conditioned, limits uses to Office, Personal and Professional Services and Retail Sales and Service uses. The request will serve as a transition between the established single family uses located west and south of the request and the commercial uses located north and east of the request. As conditioned the proposed request, serves as a reasonable transition in land use intensities, addressing development aspects such as height and building materials. The request as submitted 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 **PUD** (Planned Unit Development) zoning district.