



Z-16-06-003

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

Zoning Commission Hearing Date: June 20, 2016

GENERAL INFORMATION

APPLICANT	Simpson Commercial, LLC on behalf of Donald and Carol Efird & Grace Underhill Living Trust
HEARING TYPE	Rezoning Request
REQUEST	R-3 (Residential Single-Family) to CD-LI (Conditional District-Light Industrial)
CONDITIONS	1. Uses are limited to all uses permitted in the LI district except convenience stores with fuel pumps and banks, savings and loans with drive thru facilities and restaurants.
LOCATION	8831 and a portion of 8839 Neville Road
PARCEL ID NUMBER(S)	7805252656 & 7805156908
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). 13 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~5.94 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	Undeveloped with vegetation and residential

SITE DATA

Existing Use	Single family dwelling & undeveloped	
	Adjacent Zoning	Adjacent Land Uses
N	R-3 (Residential Single-Family)	Single family dwellings
E	R-3 (Residential Single-Family) CD-LI (Conditional District-Light Industrial)	Undeveloped Undeveloped and industrial operation
W	R-3 (Residential Single-Family)	Undeveloped and single family dwelling
S	R-3 (Residential Single-Family)	Interstate 40 right of way

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject property has been zoned R-3 (Residential Single-Family) since the adoption of the Land Development Ordinance (LDO) July 1, 2010. Prior to the LDO the subject property was zoned RS-12 (Residential Single-Family).

ZONING DISTRICT STANDARDS

Zoning District Designation:	Existing (R-3)	Requested (CD-LI)
Max. Density:	3.0 units per gross acre.	N/A
Typical Uses	Primarily intended to accommodate low density single-family detached residential development.	Conditioned uses include all uses permitted in the LI district except convenience stores with fuel pumps and banks, saving and loans with drive thru facilities and restaurants.

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 partially located (southeastern corner) within the AO, Airport Overlay District. The Airport Overlay prohibits new residential uses with densities greater than 1 unit per acre. However, because the tract is split by the boundary of the AO District, development on the entire tract is considered exempt from the provisions of this overlay district, provided that exemption would not adjust the boundary line for the overlay by more than 600 feet.

Environmental/Soils

Water Supply Watershed	Site drains to Upper Randleman Lake watersupply watershed, West Fork Deep River
Floodplains	N/A
Streams	N/A
Other:	Maximum BUA for watershed is 70% for High Density development or <24% for Low Density development. All BUA for the site must meet watershed requirements Water Quality and Water Quantity must be addressed. Site is within the 5 statue mile radius of the PTI Airport. Any water quality BMP that holds a normal pool elevation is discouraged unless further engineering documentation is presented.

Utilities

Potable Water	Available
Waste Water	Available

Airport Noise Cone

The subject property is partially located (southeastern corner) in the 60 decibel noise level noise cone of the Piedmont Triad International Airport.

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: Type A buffer yard, with an average width of 25', a minimum width of 20', and a planting rate of 3 canopy trees, 5 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.
When adjacent to a vacant lot or a parcel with the same land use code, 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.

Tree Conservation Acreage

Requirements

5.94 ac. 10% of lot size.

Transportation

Street Classification: Neville Road – Collector Street.
Triad 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: No.

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: Developer to construct extension of Triad Drive along southern frontage of subject property.

Other: N/A

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-LI (Conditional District – Light Industrial)** 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 **Employment Area** in the adopted Western Area Plan. The requested **CD-LI (Conditional District – Light Industrial)** zoning district, as conditioned, is generally consistent with the **Employment Area** Future Land Use 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

Employment Area (Western Area Plan): While the Western Area is a preferred residential destination it is also an employer's location of choice due to the existing and planned highway infrastructure, rail and air access and proximity to a large skilled workforce. Preservation and preparation of lands contiguous to existing industrial is critical to ensuring that the Western Area continues to grow as an employment center. In addition, quality-of-life factors, such as walkability and access to amenities, are increasingly important to employer location decisions. While the Western Area has great access and infrastructure, additional improvements are needed to ensure continued employment growth in the area. In order to accommodate this growth a strong network of streets are needed to promote connectivity internal and external to the area. Consideration of future connections and improvements, such as the Pegg-Thatcher connector and extension of Bryan Boulevard will be

reviewed to determine their feasibility and benefits to the suggested future land use pattern. Future streets employ a context sensitive design to ensure the roads meet safety, mobility and aesthetic requirements. Pedestrian infrastructure such as sidewalks and crosswalks create places where employees can exercise on breaks or walk to the West Market Street Village for lunch. Street lighting and wayfinding systems provide additional safety and convenience for both day and night shift employees.

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.

Western Area Plan

Employment Area (EA) Recommendations

Recommendation EA-1) Preserve and market ties for economic development within the Employment Area.

Recommendation EA-2) Market the Western Area as logistics hub.

Recommendation EA-3) Support efforts to attract aviation-related industry.

Recommendation EA-4) Improve the local transportation network within the Employment Area.

Transportation Recommendations

Recommendation T-1) Integrate the Western Area Land Use and Infrastructure Plan into the Long Range Transportation Plan.

Recommendation T-2) Conduct a detailed analysis of any additional proposed major roads and road widenings beyond the current construction program.

Recommendation T-3) Enhance the internal network of streets.

Recommendation T-4) Encourage transportation improvements that will respect and support the rural ambiance and character of the Western Area.

Recommendation T-5) Support plans for transit along West Market Street.

Recommendation T-6) Develop and implement ongoing, coordinated regional congestion management and operations processes (including Intelligent Transportation System elements and Transportation Demand Management strategies) to maximize the efficient use of existing and planned infrastructure.

Recommendation T-7) Maintain close coordination with the planning activities of the Piedmont Triad International Airport Authority for the airport and ancillary development.

Gateways & Corridors Recommendations

- Recommendation GC-1)** Create a southern gateway into the Western Area.
- Recommendation GC-2)** Enhance the appearance of West Market Street.
- Recommendation GC-3)** Preserve and enhance the appearance and operation of NC 68 north of Pleasant Ridge Road.

Utilities Recommendations

- Recommendation U-1)** Support water extension into Service Area C.
- Recommendation U-2)** Upgrade water pumps due to challenges in peak periods.
- Recommendation U-3)** Delay sewer service to basin north of West Market Street and west of Pleasant Ridge Road (Service Area C) to preserve rural and agricultural character.
- Recommendation U-4)** Encourage coordination among neighboring jurisdictions in the timing and provision of infrastructure.
- Recommendation U-5)** Work closely with Guilford County, High Point and Kernersville to track infrastructure upgrades, existing and proposed distribution lines and available capacities for water and wastewater facilities.

Governance Recommendations

- Recommendation G-1)** Work closely and cooperatively with the municipalities in and jurisdictions of Guilford and Forsyth Counties so that development can be guided towards areas planned for urban and suburban development and away from areas with valued environmental or rural qualities.
- Recommendation G-3)** Establish a Western Area Plan community support committee to shepherd the Western Area Plan through the adoption process at both the City and County level.
- Recommendation G-4)** Continually engage surrounding jurisdictions discussions of growth and development.

Cultural & Historic Resources Recommendations

- Recommendation CHR-1)** Raise awareness of existing historic and cultural resources and encourage the preservation of such resources that contribute to the character of the area.
- Recommendation CHR-2)** Consider creating a Preservation Plan for the Western Area that takes into consideration the important cultural and environmental resources worthy of preservation.

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 5.94-acre subject site is currently a combination of a single family dwelling and undeveloped property. North, west and south of the request is zoned R-3 (combination of single family dwellings and undeveloped property). East of the request is zoned both R-3 (undeveloped) and CD-LI (undeveloped and industrial operation).

The Western Area Plan future land use map designates this site as an Employment Area. An Employment Area is a significant portion of the Western Area designation. The majority of the demand projected in the Market Analysis for industrial and office land will be absorbed in the Employment Area.

The request, as conditioned, limits uses to exclude convenience stores with fuel pumps; banks, savings and loans with drive thru service and restaurants that are by their nature higher traffic generators.

Factors supporting the request include the future land use designation; and the physical location of the property adjacent to Interstate 40 and the industrial zoned properties located east of the request. The developer will also be required to comply with the development standards of the Land Development Ordinance, which will protect the adjacent existing residential uses that front on Neville Road. 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 **CD-LI** (Conditional District-Light Industrial) zoning district.