



# Z-16-07-004

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

Zoning Commission Hearing Date: July 18, 2016

### GENERAL INFORMATION

<b>APPLICANT</b>	Barry Siegal and Willard Tucker
<b>HEARING TYPE</b>	Rezoning Request
<b>REQUEST</b>	<b>CD-C-M</b> (Conditional District-Commercial-Medium) to <b>CD-C-H</b> (Conditional District-Commercial-High)
<b>CONDITIONS</b>	1. Uses shall be limited to all uses permitted in the C-H <u>except</u> animal shelters; cemeteries; all commercial parking; park and ride facilities; pawnshops and accessory uses and structures with a specific use of junked motor vehicles.
<b>LOCATION</b>	<b>A portion of 5698 West Gate City Boulevard</b>
<b>PARCEL ID NUMBER(S)</b>	<b>7832562585</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>91</b> notices were mailed to those property owners in the mailing area.
<b>TRACT SIZE</b>	~9.235 Acres
<b>TOPOGRAPHY</b>	Primarily flat
<b>VEGETATION</b>	Some vegetation

### SITE DATA

<b>Existing Use</b>	Undeveloped	
	<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N	CD-O (Conditional District-Office) RM-12 (Residential Multifamily)	Undeveloped Manufactured homes
E	County CU-GO-M (Conditional Use-General Office-Moderate)	Undeveloped
W	CD-O (Conditional District-Office)	Single family dwellings, undeveloped property and office uses
S	C-H (Commercial-High)	Retail sales and services & undeveloped property

**Zoning History**

Case #	Date	Request Summary
2640	February 3, 1998	<p>The subject property was annexed and zoned CU-HB with the following conditions:</p> <p><u>Front Tract:</u></p> <p>(1) Uses limited to the uses permitted under General Office Moderate intensity.</p> <p>(2) Only one curb cut on High Point Rd.</p> <p><u>Rear Tract:</u></p> <p>(3) Use limited to self-storage.</p> <p>(4) No self-storage buildings will be constructed within 285 feet of high point Rd.</p> <p>(5) The façade of the self-storage buildings facing High point Rd (along the 300 feet of frontage) will have a brick veneer and pitched roof profile, and shall not be interrupted by doors.</p> <p>(6) A metal picket wrought-iron fence or equivalent with brick columns 7 feet high will be constructed along the 300 feet of frontage of the self-storage. The entrance gate will be constructed out of similar materials.</p> <p>(7) A type C planting yard will be installed along the eastern side of the property for a distance of 585 feet. This Type C planting yard will include either a four foot high landscaping berm or a five foot high wood privacy fence for the entire distance.</p> <p>(8) A Type C landscaping buffer will be constructed along the front of the property and adjacent to Adams Farm Shopping Center.</p> <p>(9) Maximum building height shall not exceed 20 feet and shall not exceed one story.</p> <p>(10) Storage of hazardous, toxic, and explosive substances shall be prohibited.</p> <p>(11) No outside storage shall be permitted.</p> <p>(12) All utility lines are to be underground on the site.</p> <p>(13) All lighting will be directed inward and will be shielded and angled away from adjoin property and High Point Rd.</p> <p>(14) No additional clearing will be undertaken within the existing undisturbed/natural buffer from the center of the Norfolk Southern railroad right-of-way southeast for a distance of 90 feet.</p>

**ZONING DISTRICT STANDARDS**

Zoning District Designation:	Existing (CD-C-M)	Requested (CD-C-H)
Max. Density:	N/A	N/A
Typical Uses	Conditioned to include uses permitted under General Office Moderate intensity and a self-storage facility.	Conditioned to all uses permitted in the C-H <b>except</b> animal shelters; cemeteries; all commercial parking; park and ride facilities; pawnshops and accessory uses and structures with a specific use of junked motor vehicles.

**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 Lower Randleman Lake watersupply watershed, Bull Run Watershed

Floodplains N/A

Streams Possible stream feature onsite which must be identified. If feature is either intermittent a 50ft Randleman Lake stream buffer measured from top of bank each side will apply. If stream is perennial, a 100ft Randleman Lake stream buffer measured from top of stream bank on each side shall apply.

Other: Maximum BUA for watershed is 50% for High Density development or <24% for Low Density development. All new BUA for the site must meet watershed 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. Density Averaging is available to increase BUA amounts above the max 50%.

**Utilities**

Potable Water Water and sewer are available but may need to be extended by the developer depending upon development.

Waste Water

**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 uses or to vacant property: Vehicular Use Area buffer yard (see below) between any parking lot or drive aisle and the adjacent property line.

Property lines abutting railroad right-of-way: no landscaping required.

Parking lot: Trees for required parking spaces: 1 canopy tree per 12 spaces, in islands or medians within the parking lot.

Vehicular Use Area Buffer Yard: 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.

**Tree Conservation  
Acreage**

9.235 ac.

**Requirements**

10% of lot size.

**Transportation**

Street Classification:

West Gate City Boulevard – Major Thoroughfare.  
Mackay Road – Minor Thoroughfare.

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 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 **CD-C-H (Conditional District – Commercial – High)** 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 **Mixed Use Commercial**. The requested **CD-C-H (Conditional District – Commercial – High)** zoning district, as conditioned, is generally consistent with the **Mixed Use Commercial** GFLUM designation. The Growth Strategy Map designates this location as being within the **Gate City Boulevard Reinvestment Corridor**. The Growth Strategy Map also designates this location as being within the **Adams Farm Activity Center**.

**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 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.

**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.

**Activity Center:** Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

## **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 adjacent Adams Farm neighborhood.

The subject site is located within the area(s) eligible for the following economic development incentive or assistance program(s):

- Urban Development Investment Incentives (local).

**Staff Analysis**

This 9.235-acre subject site is currently undeveloped. North of the request is manufactured homes (RM-12). West of the request is are rehabilitation centers and vacant property (O and CD-O). South of the request are retail sales and services (C-H). East of the request is undeveloped property (County CU-GO-M).

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 is compatible with established commercial uses to the south and is directly adjacent to a major thoroughfare recently improved by NCDOT. The request will also introduce additional nonresidential uses in close proximity to the residents located north and east of the request. The request also supports the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas.

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-C-H** (Conditional District-Commercial-High) zoning district.