



Z-16-07-002

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

Zoning Commission Hearing Date: July 18, 2016

GENERAL INFORMATION

APPLICANT	Trinity Behavioral Healthcare, PC on behalf of Wells Fargo Bank
HEARING TYPE	Rezoning Request
REQUEST	CD-O (Conditional District-Office) and CD-O (Conditional District-Office) to CD-C-M (Conditional District-Commercial-Medium)
CONDITIONS	<ol style="list-style-type: none">1. Uses shall be limited to all uses permitted in the C-M district except drive through facilities; convenience stores with fuel pumps; restaurants, bars, taverns and nightclubs; funeral homes and crematoriums; taxi dispatch terminals; ABC stores and vehicle sales and service.2. No principal structures shall be added to the site.
LOCATION	2505 Fairview Street
PARCEL ID NUMBER(S)	7875185897
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). 56 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~0.88 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	Office

SITE DATA

Existing Use	Vacant group care facility	
	Adjacent Zoning	Adjacent Land Uses
N	RM-18 (Residential Multifamily) C-M (Commercial-Medium)	Multifamily and single-family dwellings Vehicle sales and service facility
E	HI (Heavy Industrial)	Industrial operation
W	RM-18 (Residential Multifamily)	Multifamily dwellings
S	C-M (Commercial-Medium)	Smith Senior Center

Zoning History

Case #	Date	Request Summary
3480	August 14, 2006	A portion of the subject property was rezoned from GB to CD-GO-M with the following condition: Uses limited to a group care facility.
3508	November 13, 2006	A portion of the property was rezoned from GB to CD-GO-M with the following condition: Uses limited to a group care facility.

ZONING DISTRICT STANDARDS

Zoning District Designation:	Existing (CD-O)	Existing (CD-O)	Requested (CD-C-M)
Max. Density:	N/A	N/A	N/A
Typical Uses	Conditioned to a group care facility only.	Conditioned to a group care facility only.	Conditioned to include: all uses permitted in the C-M district except drive through facilities; convenience stores with fuel pumps; restaurants, bars, taverns and nightclubs; funeral homes and crematoriums; taxi dispatch terminals; ABC stores and vehicle sales and service.

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 N. Buffalo Creek non-watersupply watershed

Floodplains N/A

Streams N/A

Other: See previously approved plan for Summit House

Utilities

Potable Water Available

Waste Water Available

Airport Noise Cone

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:	Yes, GTA Route 6 (Summit Avenue) is within .07 mi of subject site, along Yanceyville 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-C-M (Conditional District – Commercial, Medium)** 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 **Industrial/Corporate Park** and **Low Residential (3-5 d.u./acre)**. The requested **CD-C-M (Conditional District – Commercial, Medium)** zoning district, as conditioned, 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 are less than one acre, or that do not involve a significant physical change resulting in new or expanded structures. The Growth Strategy Map also identifies the subject site as being located 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 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

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.

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.

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

Target Retailers – Retailer [categories] which should be considered as top prospect for the East Greensboro Study area include:

- Grocery stores
- Home décor centers
- Sporting goods
- Maternity & baby apparel and supplies
- Tools and hardware
- Apparel
- Home appliances
- Discount stores
- Warehouse club stores
- Fast casual restaurants

Heath Community Strategic Plan

Plan Goals:

- Increase Traffic Safety
- Improve the Community Spirit In the Neighborhood
- Reduce Code Violations
- Improve Adjacent Land Uses
- Improve Maintenance to Streets, Stormwater Facilities, and Creeks
- Bring in Economic Development
- Improve Public Safety

Highest Priorities:

- Future Sidewalk Needs
- Reduce Speed Limits Where Appropriate
- Local Economic Development
- Improve Heath Park
- Provide Safe Activities for Neighborhood Youth
- Educate Rental Property Owners Regarding Their Responsibilities
- Explore Options for Community Activities
- Look for Funding Grant Sources

Secondary Priorities:

- Speeding Enforcement and Education

- Educate Residents About Minimum Housing Standards
- Identify Persistent Offenders of Housing, Junked Cars, and Lot Maintenance
- Apply for a NeighborWoods Grant
- Coordinate Neighborhood Associations

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, or other applicable neighborhood area(s), within which the subject site is located.

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 Development Investment Incentives (local), and
- Economic Development Impact Zone 1 (local).

Staff Analysis

This 0.88-acre subject site is a vacant group care facility. North of the request is a combination of single-family dwellings and multifamily dwellings (zoned RM-18) and a vehicle sales and service use (zoned C-M). East of the request is an industrial operation (zoned HI). South of the request is the Smith Senior Center (zoned C-M). West of the request is a combination of single-family and multifamily dwellings (zoned RM-18).

The Generalized Future Land Use Map designates this site as both Industrial/ Corporate Park and Low Residential. The Industrial Corporate Park 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. The Low Residential 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. Per City Council adopted policy, this request is exempt from a Comprehensive Plan amendment because it is less than one acre in size and no additional principal buildings will be added to the site.

The request, as conditioned, limits some uses and prohibits additional principal structures from being added to the site. The request will add additional nonresidential uses to the area, consistent with established uses located north, east and south of the request. The request as submitted 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-M** (Conditional District-Commercial-Medium) zoning district.