



Z-16-11-002

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

Zoning Commission Hearing Date: November 21, 2016

**GENERAL INFORMATION**

**APPLICANT** Paul Lamb Jr. and Richard E. Dickerson

**HEARING TYPE** Rezoning Request

**REQUEST** **AG** (Agricultural) to **CD-LI** (Conditional District-Light Industrial)

**CONDITIONS** 1. All uses permitted in the LI district **except** agriculture uses; temporary and emergency shelters; single room occupancy residences; amusement or water parks, fairgrounds; cemeteries/mausoleums and minor land clearing and inert debris landfills.

**LOCATION** **8826 West Market Street**

**PARCEL ID NUMBER(S)** **7805880449**

**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). **9** notices were mailed to those property owners in the mailing area.

**TRACT SIZE** ~0.31 Acres

**TOPOGRAPHY** Primarily flat

**VEGETATION** Residential

**SITE DATA**

<b>Existing Use</b>	Single family dwelling
<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N CD-LI (Conditional District-Light Industrial)	Undeveloped
E CD-LI (Conditional District-Light Industrial)	Office space
W CD-LI (Conditional District-Light Industrial)	Undeveloped

S AG (Agricultural) Industrial use  
 HI (Heavy Industrial)

**Zoning History**

Case #	Date	Request Summary
N/A	N/A	The subject property is currently zoned AG Agricultural and has been since the adoption of the Land Development Ordinance (LDO) in July 2010. Prior to the adoption of the LDO the property was also zoned AG Agricultural.

**ZONING DISTRICT STANDARDS**

Zoning District Designation:	Existing (AG)	Requested (CD-LI)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate uses of an agricultural nature, including farm residences and farm tenant housing.	Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development and related commercial service activities which in their normal operations have little or no adverse effect upon adjoining properties.

**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 Upper Randleman Lake WS-IV, East Fork Deep River

Floodplains N/A

Streams N/A

Other: Site must meet watershed requirements, water quality and water quantity must be addressed. BUA must be treated by a State approved water quality BMP. Site is also located within the 5 statute mile radius of the PTI Airport. A BMP that holds a normal pool elevation is deterred.

**Utilities**

Potable Water Available

Waste Water Available

**Airport Noise Cone**

n/a

**Landscaping & Tree Conservation Requirements**

**Landscaping:**

Street Yards: 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 Yards: Adjacent to Institutional uses: 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. Adjacent to vacant property or Light Industrial uses: Vehicular Use Area buffer yard (see below) between any parking lot or drive aisle and the adjacent property line.

Parking Lots: 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.

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

**Tree Conservation:** For parcel size of .31 acres, critical root zone of existing trees to be preserved is 1% of parcel size.

Landscaping and Tree Conservation is not applicable to single-family residential development.

**Transportation**

Street Classification: W Market Street – Major Thoroughfare.

Site Access:	All access(s) must be designed and constructed to the City of Greensboro standards.
Traffic Counts:	W Market Street ADT = 14,000 (NCDOT, 2015).
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 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-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 **Future Land Use Map** of the **Western Area Plan** identifies this location as being within the **West Market Street Village Commercial/Mixed Use Planning Area**. The requested **CD-LI (Conditional District – Light Industrial)** zoning, as conditioned, is generally consistent with the **West Market Street Village Commercial/Mixed Use** 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.

**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**

**West Market Street Village Commercial/Mixed Use Planning Area:** West Market Street serves as the primary commercial and industrial corridor through the Western Area. The existing character of West Market Street transitions from primarily an industrial and employment zone to a place with scattered rural residential and commercial sites. The commercial portion of West Market Street lacks identity and has developed over time like many industrial areas on urban fringes—a series of nondescript buildings with large setbacks, vast parking areas and little to no pedestrian connectivity. At the intersection of Sandy Ridge Road and West Market Street, the West Market Street Village is a mixed use area primarily designed to serve the growing employment base in the Western Area. Restaurants and limited services provide opportunities for employees of the Western Area to grab a quick lunch and take care of essential errands on their break. In addition, the West Market Village will have limited opportunities for new office space.

## **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**

#### **West Market Street Village (WMV) Recommendations**

**Recommendation WMV-1)** Create a West Market Street Village by focusing future retail and commercial development on an internal street network at the intersection of West Market Street and Sandy Ridge Road.

**Recommendation WMV 2)** Establish the desired character of the place.

#### **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 0.31-acre subject site is currently developed with a single family dwelling. West, north and east of the request are light industrial uses (zoned LI). South of the request the right-of-way is zoned AG and uses across the street transition to industrial and manufacturing uses (zoned HI).

The Western Area Plan's future land use map designates this area as West Market Street Village Commercial/Mixed Use Planning Area. This designation encourages additional mixed development around the intersection of Sandy Ridge Road and West Market Street, transitioning from various industrial uses nearby.

The request, as conditioned, excludes agriculture uses; temporary and emergency shelters; single room occupancy residences; amusement or water parks, fairgrounds; cemeteries/mausoleums and minor land clearing and inert debris landfills which is consistent with the adjacent zoning to the west, also owned by the applicant. The subject property is located on all four sides, minus the right-of-way, by light industrial zoned property and the transition to LI zoning for the subject site fits the context of development in the area.

As such, the request is compatible with adjacent development and 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.