



Z-16-11-003

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

Zoning Commission Hearing Date: November 21, 2016

GENERAL INFORMATION

APPLICANT	Marc Isaacson on behalf of Green Capital LLC
HEARING TYPE	Rezoning Request
REQUEST	CD-BP (Conditional District-Business Park) to CD-BP (Conditional District-Business Park)
CONDITIONS	<ol style="list-style-type: none">1. All uses permitted in the BP district except bus and rail terminals; dry cleaning plants; temporary and emergency shelters and truck and freight terminals.2. Maximum height of any building shall not exceed 5 stories.3. Any hotel constructed on site shall be limited to a maximum of 110 units.
LOCATION	6011 Landmark Center Boulevard
PARCEL ID NUMBER(S)	7833593251
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). 163 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~2.24 Acres
TOPOGRAPHY	Undulating
VEGETATION	Nonresidential
<u>SITE DATA</u>	
Existing Use	Vacant nonresidential structure

	Adjacent Zoning	Adjacent Land Uses
N	CD-C-H (Conditional District – Commercial-High)	Hotel and restaurant
E	CD-BP (Conditional District-Business Park)	Hotel
W	CD-BP (Conditional District-Business Park)	Undeveloped
S	CD-RM-12 (Conditional District-Residential Multifamily)	Multifamily dwellings

Zoning History

Case #	Date	Request Summary
2105	3/31/1987	Request for original zoning of Conditional Use-Industrial O for 149.842 acres with the following conditions: 1. A connector road from Hilltop Road to Wendover Avenue shall be constructed as affected properties are developed at a location to be approved by NC Dept. of Transportation in accordance with standard City of Greensboro policies; 2. Maximum height of any buildings constructed to the south and/or east sides of two westernmost existing lakes on Parcel 1 shall be limited to 3 stories. Said lakes shall be retained or replaced with lakes of a similar size and number; 3. Minimum 50 foot yards from property lines of adjoining residentially zoned lots fronting Stanley Road on east and south sides of Parcel 1 as long as said lots remain zoned for residential use.

ZONING DISTRICT STANDARDS

Zoning District Designation:	Existing (CD-BP)	Requested (CD-BP)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate office complexes, warehouse, research and development and assembly uses on large sites in a planned, campus-like setting that emphasizes natural characteristics and landscaping.	Conditioned uses include all uses permitted in the BP district except Bus and Rail terminals; dry cleaning plants; temporary and emergency shelters and truck and freight terminals.

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 North Buffalo Creek non-watersupply watershed

Floodplains N/A

Streams Stream buffer from adjacent water feature overlaps onto property. No new BUA is allowed within the Jordan 50ft stream buffer.

Other: If >1 acre is disturbed and an increase in BUA is to take place, site must meet Phase 2 requirements. Water quality and water quantity must be addressed. All new 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

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 Hotel/Motel, Commercial, Office, or similar Business Park uses, or to vacant property: 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 2.24 acres, critical root zone of existing trees to be preserved is 5% of parcel size.

Transportation

Street Classification: Landmark Center Boulevard – Collector Street.

Site Access: All access(s) must be designed and constructed to the City of Greensboro standards.

Traffic Counts: Landmark Center Blvd ADT = 4,541 (GDOT, 2015)

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 1 (West Wendover Avenue) is adjacent to subject site, along Landmark Center Boulevard.

Traffic Impact Study: No TIS required per TIS Ordinance.
(TIS)

Street Connectivity: N/A.

Other: N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-BP (Conditional District – Business Park)** 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 **Commercial**. The requested **CD-BP (Conditional District – Business Park)** zoning, as conditioned, is generally consistent with the **Commercial** 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

Commercial: This designation applies to large concentrations of commercial uses, such as recently constructed major shopping centers and "big box" retail. Such properties may not be expected to undergo redevelopment or a change in use over the plan horizon, and the immediate areas in which they are located may not be suitable for the introduction of mixed uses. While some new commercial centers are anticipated, in general new retail and commercial service uses will be encouraged within more diversified mixed-use centers rather than as stand-alone shopping centers or expanding highway commercial "strips."

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.

Based on the proximity of the subject site to planned bicycle lanes along Landmark Center Boulevard as described in the 2015 BiPed Plan, long term safety and accessibility for future employees and visitors of this proposed development would be greatly enhanced by provision of secure, convenient bicycle parking.

Staff Analysis

This 2.24-acre subject site is currently developed with a vacant nonresidential structure. North of the request is a hotel and restaurant (CD-C-H). East of the request is also a hotel (CD-BP). South of the request are multifamily dwellings (CD-RM-12). West of the request is undeveloped (CD-BP).

The Comprehensive Plan's future land use map designates this area as Commercial. This designation applies to large concentrations of commercial uses, such as recently constructed major shopping centers and "big box retail".

This request seeks to amend the existing zoning conditions to allow for redevelopment of the vacant site with taller buildings than currently allowed. The request, as conditioned, excludes bus and rail terminals; dry cleaning plants; temporary and emergency shelters and truck and freight terminals. Conditions also set a maximum building height and potential density, if developed as a hotel.

As such, the request is compatible with adjacent development and supports the Comprehensive Plan's Economic Development goal to promote a healthy, diversified economy and the 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-BP** (Conditional District-Business Park) zoning district.