



Z-16-11-004

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

Zoning Commission Hearing Date: November 21, 2016

GENERAL INFORMATION

APPLICANT Beacon Management on behalf of Linder Ventures III, LLC

HEARING TYPE Rezoning Request

REQUEST **C-H** (Commercial-High) to **CD-RM-18** (Conditional District-Residential Multifamily)

CONDITIONS

1. Uses are limited to a maximum of 120 dwelling units.
2. Maximum height of any building shall not exceed 3 stories.

LOCATION **A portion of 2571 Sixteenth Street**

PARCEL ID NUMBER(S) **7876815253**

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

TRACT SIZE ~7.46 Acres

TOPOGRAPHY Primarily flat

VEGETATION Undeveloped, currently wooded lot

SITE DATA

Existing Use	Undeveloped
Adjacent Zoning	Adjacent Land Uses
N R-7 (Residential Single-Family) RM-18 (Residential Multifamily)	Single family dwelling Multifamily dwellings
E RM-12 (Residential Multifamily)	Multifamily dwellings
W C-H (Commercial-High)	Retail sales and services
S C-H (Commercial-High)	Undeveloped

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject property is currently zoned C-H Commercial-High 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 zoned SC Shopping Center.

ZONING DISTRICT STANDARDS

Zoning District Designation:	Existing (C-H)	Requested (CD-RM-18)
Max. Density:	N/A	18.0 units per gross acre
Typical Uses	Primarily intended to accommodate a wide range of high intensity retail and service developments meeting the shopping and distributive needs of the community and the region and some residential uses.	Primarily intended to accommodate multifamily and similar residential uses.

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 located within the Cone Boulevard Visual Corridor Overlay Zone, which prohibits the establishment of new outdoor advertising signs therein.

Environmental/Soils

Water Supply Watershed Site drains to North Buffalo Creek non-watersupply watershed

Floodplains N/A

Streams N/A

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. BUA must be treated by a State approved water quality BMP.

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 Single-Family residential uses and to Commercial 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 Multifamily uses or vacant parcels: 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 7.46 acres, critical root zone of existing trees to be preserved is 10% of parcel size.

Transportation

Street Classification: Cone Boulevard – Major Thoroughfare. Sixteenth Street – Minor Thoroughfare.

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

Traffic Counts: Sixteenth Street ADT = 7,389 (GDOT, 2016)

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 portions of the frontage of this property.
Transit in Vicinity:	Yes, GTA Route 6 (Summit Avenue) is adjacent to subject site, along Sixteenth 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-RM-18 (Conditional District – Residential, Multi-family – 18 du/ac)** 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 **Moderate Residential (5-12 d.u./acre)**. The requested **CD-RM-18 (Conditional District – Residential, Multi-family – 18 du/ac)** zoning, as conditioned, is generally inconsistent with the **Moderate Residential (5-12 d.u./acre)** Future Land Use designation. However the applicant has concurrently submitted a request to amend the Future Land Use designation on the subject site to **Mixed Use Commercial** which, if approved, would resolve this inconsistency. The Growth Strategy Map designates the subject site as being within the East Cone Boulevard / US 29 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.

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

Moderate Residential (5-12 d.u./acre): This category accommodates housing types ranging from small-lot, single-family detached and attached single-family dwellings such as townhomes to moderate density, low-rise apartment dwellings.

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.

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.

Comprehensive Plan Amendment History

Case #	Date	Request Summary
n/a	n/a	n/a

Applicant Stated Reasons for Request

"Request is made from C-H to CD-RM-18. GFLUM designation as mod res but slight increase needed"

Explain in detail the conditions that you think may warrant a Plan Amendment – Per Applicant and Application

"GFLUM Designation is Moderate Res but slight increase is needed. Surrounded by Comm and MF"

COMPREHENSIVE PLAN POLICY ANALYSIS**Need for Proposed Change**

The requested **CD-RM-18 (Conditional District – Residential, Multi-family – 18 du/ac)** zoning, as conditioned, would allow uses that are incompatible with the subject site's current designation in the GFLUM as **Moderate Residential (5-12 d.u./acre)**. If approved, the requested GFLUM amendment (CP 16-09) to **Mixed Use Commercial** would resolve this inconsistency.

Effect of the proposed Change on the Need for City Services and Facilities (e.g. roadway level of service).

n/a

Implications, if any, the Amendment may have for Other Parts of the Plan

n/a

Unforeseen Circumstances or the Emergence of New Information (e.g. significant economic opportunity in Tier 2 or 3)

n/a

PLANNING BOARD COMMENTS

The Planning Board reviewed GFLUM amendment request CP 16-09 during its meeting on October 19, 2016. The Planning Board commented that based on changes to the surrounding road network (Cone Blvd extension), the proposed change makes sense and appears to reflect the highest and best use of the property in keeping with the expansion of supportive infrastructure in the vicinity of this activity center.

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 Park Grove Neighborhood, located directly to the north.

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

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), and
- Economic Development Impact Zone 2 (local).

Staff Analysis

This 7.46-acre subject site is currently undeveloped. North of the request is a combination of multifamily dwellings (RM-18) and single family dwellings (R-7). East of the request are multifamily dwellings (RM-12). South of the request is undeveloped property (C-H). West of the request are retail sales and services (C-H).

The Comprehensive Plan's future land use map designates this area as Moderate Residential. The Moderate Residential category accommodates housing types ranging from small-lot, single-family detached and attached single family dwellings such as townhomes to moderate density, low-rise apartment dwellings. In conjunction with the zoning application to allow increased residential density, the applicant filed a Comprehensive Plan amendment to revise the future land use category to Mixed Use Commercial. The Mixed Use Commercial 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, as conditioned, limits overall density and height of future structures. The

proposed site also sits between an existing high intensity commercial shopping center and existing moderate to higher intensity multifamily projects. The site is also in relatively close proximity to a highway interchange at US 29 and E Cone Boulevard. Additional multifamily housing in this area could potentially benefit from the retail sales and services located within close proximity to the subject property and also support these uses through additional residents.

As such, the request is compatible with adjacent residential and commercial development and supports the Comprehensive Plan's Housing and Neighborhoods goal to 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.

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-RM-18** (Conditional District-Residential Multifamily) zoning district.