



Z-17-04-003

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

Zoning Commission Hearing Date: April 17, 2017

GENERAL INFORMATION

APPLICANT	Danny Thompson for Greensboro Senior Care Center, LLC
HEARING TYPE	Rezoning
REQUEST	Rezone from CD-C-L (Conditional District-Commercial-Low) to CD-O (Conditional District-Office)
CONDITIONS	<ol style="list-style-type: none">1. Use shall be limited to all uses permitted in the O zoning district except drive-thru uses.2. The total square footage of all buildings shall not exceed 29,000 square feet.3. Freestanding signage shall be limited to a monument sign with a maximum height of 6 feet and a maximum size of 48 square feet.4. All trees fronting Fleming Road will be preserved.
LOCATION	1932-near Fleming Road
PARCEL ID NUMBER(S)	7836647892
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). 206 notices were mailed to those property owners in the mailing area.
TRACT SIZE	1.996 Acres
TOPOGRAPHY	Undulating
VEGETATION	Office

SITE DATA

Existing Use		Office
	Adjacent Zoning	Adjacent Land Uses
N	CD-RM-5 (Conditional District-Residential Multifamily)	Townhomes
E	CD-RM-5 (Conditional District-Residential Multifamily)	Townhomes
W	R-3 (Residential Single-Family)	Single-family dwelling
S	CD-RM-5 (Conditional District-Residential Multifamily)	Townhomes

Zoning History

Case #	Date	Request Summary
3432	01/24/2006	<p>The subject property was rezoned from CD-RM-5 to CD-LB with the following conditions:</p> <ol style="list-style-type: none"> 1. Use will be additionally limited to Professional Offices; Restaurant (no drive-thru); and the following Retail Trade Uses: Antique Stores, Arts & Crafts, Gift Shops, Jewelry Stores, Florists, Clothing Stores and Cosmetics Shops. 2. Any use with a drive thru service and/or fuel service shall not be permitted. 3. The existing Bond McAlister House and existing trees on the 1.944-acre lot will be retained and preserved. 4. Freestanding signage shall be limited to a monument sign with a maximum height of 6 feet and a maximum size of 48 square feet. 5. No additional buildings or structures shall be placed, erected or constructed on the property, except for an accessory storage building with a maximum gross floor area of 300 square feet; a dumpster enclosure; ornamental landscape features such as planters, arbors, trellises and decorative fencing.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (CD-C-L)	Requested (CD-O)
Max. Density:	N/A	N/A
Typical Uses	Conditioned to allow Professional Offices; Restaurant (no drive-thru); and the following Retail Trade Uses: Antique Stores, Arts & Crafts, Gift Shops, Jewelry Stores, Florists, Clothing Stores and Cosmetics Shops. Any use with a drive thru service and/or fuel service shall not be permitted.	Conditioned to allow all uses permitted in the O zoning district except drive-thru uses.

**These regulations may not reflect all requirements for all situations; see the City of Greensboro Land 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 Site drains to Greensboro Watersupply Watershed, Horsepen Creek Watershed Sub-basin

Floodplains >2000FT

Streams N/A

Other: Max. High Density development is 70% BUA, Low Density is 24%. Site is within the PTI Airport 5 mile statue radius, BMP's that hold a normal pool elevation are not recommended. Site must meet current watersupply watershed requirements.

Utilities (Availability)

Contact Kenny Treadway, 336-373-2897, for a water/sewer feasibility study.

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

Landscaping:

If there is no expansion of use (building addition, parking lot expansion, etc.) or redevelopment of the property, then no Landscaping or Tree Conservation will be required.

In the case of redevelopment of the property, the following landscaping will be required on the entirety of the property perimeter:

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: Type B buffer yard, with an average width of 25', a minimum width of 20', and a planting rate of 3 canopy trees, 5 understory trees, and 25 shrubs per 100 l.f.

In the case of any expansion of use, the above buffer yards will be required between the expansion and the adjacent property lines.

Parking Lots:

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

Tree Conservation:

For redevelopment of the site: 5% of parcel in critical root zone to be dedicated.

For all expansions of buildings, parking areas, or open uses of land, which disturb area of 3,000 sq. ft. or more: 5% of disturbed area in critical root zone to be dedicated.

Transportation

Street Classification: Fleming Road – Major Thoroughfare.
Isaacson Boulevard – Minor Thoroughfare.

Site Access: All access(s) must be designed and constructed to the City off 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: No TIS required per TIS Ordinance.
(TIS)

Street Connectivity: N/A.

Other: N/A.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **CD-O (Conditional District – Office)** 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 **Low Residential (3-5 d.u./acre)**. The requested **CD-O (Conditional District – Office)** zoning district, as conditioned, is generally inconsistent with the **Low Residential (3-5 d.u./acre)** GFLUM designation. However the applicant has concurrently submitted a request to amend the GFLUM designation (**CP 17-02**) on the subject site to **Mixed Use Commercial** which, if approved, would resolve this inconsistency.

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

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.

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.

Comprehensive Plan Amendment History

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

Applicant Stated Reasons for Request

"The Comprehensive Plan's future land use designation is Low Residential for this property. Our plan is to add one single family care home on the property (new structure) and our property is more than one acre in size.

Therefore, we need an Amendment.”

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

“This will enable us to provide housing for Greensboro's senior citizens, will provide 10 new permanent jobs an 20 construction jobs. This will add to the tax base and create infill development without straining traffic flow* or school system.

* (conversation with GDOT rep. - Nolan Tipton)”

COMPREHENSIVE PLAN POLICY ANALYSIS

Need for Proposed Change

The requested **CD-O (Conditional District – Office)** zoning, as conditioned, would allow uses that are incompatible with the subject site's current designation in the GFLUM as **Low Residential (3-5 d.u./acre)**. If approved, the requested GFLUM amendment (**CP 17-02**) 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 17-02 during its meeting on March 15, 2017. The Planning Board commented that in conjunction with this location, the requested change seems like a good fit. The area is growing, and is an area generally being revisited frequently. The request appears to be well placed. There was general agreement with these comments.

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 Fleming Road, Lewiston Road Extension, and Horse Pen Creek Road, and the planned McAlister Trail to the east of the subject site as specified in the 2015 Greensboro BiPed Plan, long term quality of life for future residents of this proposed senior care facility would be greatly enhanced by provision of secure, convenient bicycle parking for use by residents, visitors, and employees.

Staff Analysis

This 1.996-acre subject site is currently developed with an office use. North, east and south of the site are townhomes and accessory uses (zoned CD-RM-5). West of the site are single-family dwellings and designated right-of-way (zoned R-3).

The Comprehensive Plan's future land use map designates this area as and Low Residential. The Low Residential classification 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 or less. As part of this request, the applicant has requested a change to the Mixed Use Commercial designation. 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. 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.

This requested CD-O zoning expands uses from the previously approved CD-C-L request for lower to moderate intensity nonresidential uses. The current request is consistent with the development pattern in the area, including the Planned Unit Development north of the request and recent roadway improvements. The proposed conditions with this request also ensure compatibility with adjacent residential development by limiting potential negative impacts. The proposed request 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, 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-O** (Conditional District-Office) zoning district.