



Z-17-10-004

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

Zoning Commission Hearing Date: November 20, 2017

GENERAL INFORMATION

APPLICANT	Marc L. Isaacson for LDS II, LLC
HEARING TYPE	Rezoning Request
REQUEST	Rezone from CD-C-M (Conditional District Commercial Medium) to PUD (Planned Unit Development).
CONDITIONS	<ol style="list-style-type: none">1. Uses shall be limited to: (A) Multifamily Dwellings and Multifamily (Elderly) or (B) all Office principal and accessory uses.2. If used for residential uses, density shall be limited to 140 dwelling units.3. If used for Office uses: (i) shall be limited to a maximum of 75,000 square feet of office space, and (ii) a minimum of 300 square feet, along the west side of the property, will be dedicated to a landscaped pedestrian plaza accessible from North Cedar Street.4. A minimum of 50% of the exterior building materials will consist of wood, brick, glass or stone.5. Building facades visible from public rights-of-ways shall contain vertical recesses or projections.6. The ground floor of any building shall contain a minimum of 35% fenestration.
LOCATION	523 North Spring Street
PARCEL ID NUMBER(S)	0001846
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). 61 notices were mailed to those property owners in the mailing area.
TRACT SIZE	2.7 Acres

TOPOGRAPHY Sloping to south

VEGETATION Residential

SITE DATA

Existing Use		Undeveloped
Adjacent Zoning		Adjacent Land Uses
N	LI (Light Industrial)	Office and industrial
E	LI (Light Industrial)	Office and industrial
W	C-M (Commercial Medium)	Vehicle Services
	LI (Light Industrial)	Office
	RM-26 (Residential Multifamily)	Single family and multifamily dwellings
S	RM-26 (Residential Multifamily)	Single family dwellings

Zoning History

Case #	Date	Request Summary
4024	11/27/15	<p>The subject property was rezoned to CD-C-M (Conditional District Commercial Medium) from RM-26 (Residential Multifamily) and LI (Light Industrial) with the following conditions:</p> <ol style="list-style-type: none"> 1. Uses shall be limited to all Office principal and accessory uses. 2. A minimum of 300 square feet, along the west side of the property, will be dedicated to a landscaped pedestrian plaza accessible from North Cedar Street. 3. A minimum of 50% of the exterior building materials will consist of wood, brick, glass or stone. 4. Building façades visible from public rights-of-way shall contain vertical recesses or projections. 5. The ground floor of any buildings shall contain a minimum of 35% fenestration.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (CD-C-M)	Requested (PUD)
Max. Density:	N/A	Limited to maximum 140 residential dwelling units or Office uses with a maximum of 75,000 sq. ft.

Typical Uses	Limited to all office uses	Limited to townhouses and multifamily residential dwellings
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**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

Subject site is located in the Urban Residential Mixed Use classification of the Downtown Design Overlay. Consult the Downtown Design Manual and Appendices, for detailed applicable requirements and design guidelines.

Subject site is also located in the Central Business Overlay Zone, which prohibits establishment of new outdoor advertising signs (i.e. billboards) therein.

Environmental/Soils

Water Supply Watershed Site drains to N. Buffalo Creek, Non-watersupply watershed

Floodplains >2000FT

Streams N/A

Other: If >1acre is disturbed *AND* the impervious (BUA) amount is increased, site must meet Phase 2 requirements – Water Quality and Water Quantity Control must be addressed.

Utilities

Potable Water Available

Waste Water Available

Airport Overlay District & Noise Cone

N/A

Landscaping & Tree Conservation Requirements

Landscaping:

Landscaping requirements will be established in the Unified Development Plan for the PUD.

Tree Conservation:

For 2.7 acres, 5% of parcel size in critical root zone to be dedicated for Tree Conservation, if disturbed area is greater than 3,000 s.f.

Transportation

Street Classification: N Spring Street – Collector Street.
N Cedar Street – Local Street.

Site Access:	All access(s) must be designed and constructed to the City of 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:	Yes, GTA Route 17 (Lawndale Drive) is within 100 ft. of the subject site, along Battleground Avenue.
Traffic Impact Study: (TIS)	No TIS required per TIS Ordinance.
Street Connectivity:	N/A.
Other:	N/A.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **PUD (Planned Unit Development)** 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 **Mixed Use Residential**. The requested **PUD (Planned Unit Development)** zoning district, as conditioned, is generally consistent with the **Mixed Use Residential** GFLUM 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.

Land Use Goal 4.2 - Downtown: Promote reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the City while protecting its heritage and historic resources and enhancing its urban character.

Policy 4E: Promote diversification and intensification of Downtown Greensboro.

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

Mixed Use Residential: This designation applies to neighborhoods or districts where the predominant use is residential and where substantial, compatible local-serving nonresidential uses may be introduced. Such use mixes are typically found in older, in-town neighborhoods that accommodate "corner stores" and other local services, as well as in newly developed traditional neighborhood developments (TNDs). This district is also applied in areas suited to a diverse mix of housing types and densities. Ensuring that buildings are of the appropriate scale and intensity is critical.

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.

Cedar Street / Bellemeade Area Strategic Plan

Goal #1: Stabilize, protect, enhance and complement the existing neighborhood's character, diversity and appearance.

Goal #2: Encourage appropriate future development of a variety of uses (business, commercial and residential) in the neighborhood.

Goal #4: Create a pedestrian, bicycle, and resident friendly environment in the area that encourages walking to downtown, First Horizon Stadium, universities/colleges, and adjacent neighborhoods.

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 Cedar Street / Bellemeade Area Neighborhood, within which the subject site is located.

Based on the proximity of the subject site to the planned Downtown Greenway and to the Central Business District, where there are high volumes of bicycle traffic, long term safety and accessibility for residents, visitors, and employees at the subject site would be greatly enhanced by provision of secure, convenient bicycle parking.

The subject site is located within the area eligible for the following economic development incentive or assistance program:

- New Markets Tax Credits (federal).

Staff Analysis

The 2.7 acre subject site was previously rezoned for offices in November 2015 and is primarily undeveloped. The proposed request would allow for various multifamily residential development options with a maximum of 140 residential dwelling units or up to 75,000 square feet of office uses. Uses to the north are office and industrial uses (zoned LI), to the east are office, industrial and service uses (zoned LI and C-M) to the south are single family dwellings (zoned RM-26) and to the west are single family and multifamily dwellings and offices (zoned RM-26 and LI).

The Comprehensive Plan's Future Land Use Map currently designates this area as Mixed Use Residential. The Mixed Use Residential designation applies to neighborhoods or districts where the predominant use is residential and where substantial, compatible local-serving nonresidential uses may be introduced. The property also falls with the Urban Residential Character Area of the Downtown Design Overlay (DDO). As such any new development on this site is subject to the urban design requirements of the DDO.

The proposed request does support the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas and the 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. It also meets 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 **PUD** (Planned Unit Development) zoning district.