



Z-10-09-003

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

**Zoning Commission Hearing Date: September 13, 2010**

**GENERAL INFORMATION**

**APPLICANT** Richard L. Moore for Weaver Foundation, LLC  
**HEARING TYPE** Rezoning  
**REQUEST** LI (Light Industrial) to **CB** (Central Business)  
**CONDITIONS** N/A  
**LOCATION** A portion of **321 East Friendly Avenue**, generally described as north of East Friendly Avenue and east of North Church Street  
**PARCEL ID NUMBER(S)** A portion of **7864767699**  
**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). **58** notices were mailed to those property owners in the mailing area.  
**TRACT SIZE** ~2.81 Acres  
**TOPOGRAPHY** Generally flat  
**VEGETATION** None

**SITE DATA**

**Existing Use** Temporary parking lot

	<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N	LI (Light Industrial)	Greensboro Children's Museum
E	LI (Light Industrial)	Utilities and Norfolk Southern railway lines
W	CB (Central Business)	Parking lot
S	LI (Light Industrial)	GTA bus garage

**Zoning History**

<b>Case #</b>	<b>Date</b>	<b>Request Summary</b>
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This property has been zoned LI (Light Industrial) since July 1, 2010. Prior to the implementation of the Land Development Ordinance (LDO), it was zoned LI

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District Designation:	Existing <b>(LI)</b>	Requested <b>(CB)</b>
Max. Density:	N/A	N/A
Typical Uses	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.	Primarily intended to accommodate a wide range of uses including office, retail, service, institutional, and high density residential developments in a pedestrian-oriented mixed-use setting (often, multiple uses may be located in the same building).

\*These regulations may not reflect the actual requirements for all situations; see the City of Greensboro Zoning Code for actual regulations for site requirements for this zoning district.

**SPECIAL INFORMATION**

**Overlay District Ordinance/Historic Preservation**

Proposed DDO (Downtown Design Overlay District), CBO (Central Business Overlay District), VCO (Visual corridor Overlay District)

**Environmental/Soils**

Water Supply Watershed	Site drains to North Buffalo Creek
Floodplains	N/A
Streams	N/A
Other:	>1 acre of disturbance, site must meet current watershed requirements

**Utilities**

Potable Water	N/A
Waste Water	N/A

**Airport Noise Cone**

The subject property is not located in the Airport Noise Cone.

**Landscaping Requirements  
Not Applicable**

**Tree Preservation Requirements  
Acreage**

**Requirements**

**Not Applicable**

**Transportation**

Street Classification:	Church Street – Major Thoroughfare, Friendly Avenue – Major Thoroughfare.
Site Access:	All access shall be designed to the City of Greensboro standards.
Traffic Counts:	Church Street ADT = 9,431 (2007), Friendly Avenue ADT = 8,124 (2007).
Trip Generation:	24 Hour = 1,986, AM Peak Hour = 286, PM Peak Hour = 264.
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. There is sidewalk along both frontages of this property.
Transit in Vicinity:	Yes, route 7, Friendly Avenue, route 10, E. Market Street, route 14, Bessemer Avenue, route 15, Yanceyville Street.
Traffic Impact Study: (TIS)	Yes, required per TIS Ordinance. Please see the end of staff report for the Executive Summary.
Street Connectivity:	N/A.
Other:	N/A.

**IMPACT ANALYSIS****Land Use Compatibility**

The proposed **CB** (Central Business) zoning 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 CBD**. The requested **CB** (Central Business) zoning district is consistent with this GFLUM designation.

**Connections 2025 Written Policies**

Reinvestment/Infill Goal: Promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods.

POLICY 4C: Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life in urban areas.

POLICY 4C.1: Establish standards for and promote new forms of compact development.

Downtown Goal: 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.

POLICY 4E.2: Support private initiatives for downtown investment.

Economic Development Goal: 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 7C.3: Identify brownfield sites and underutilized/abandoned properties and buildings and expedite opportunities for development.

### **Connections 2025 Map Policies**

Mixed Use Central Business District: This designation applies only in and around Downtown Greensboro. It emphasizes the urban character and the mix and intensity of activities uniquely suited to the central city. This designation is intended to permit a true mix of all uses, except heavy industrial, at the highest levels of scale and density within the City and with unique development standards tailored to the urban character of Downtown. It is particularly important to move the Downtown towards becoming a center of activity not only in the day, but also at night and during weekends, by promoting a mix of commercial, entertainment, residential, and other uses (see policies and narrative in Section 4.5.2). To help achieve this goal, creative forms of housing, such as lofts within restored historic structures and residential units in the often unoccupied second stories above ground-level retail, should be encouraged.

### **CONFORMITY WITH OTHER PLANS**

#### **City Plans –**

Downtown Development Overlay District

**Other Plans - N/A**

### **Staff/Agency Comments**

**Water Resources - N/A**

### **Housing and Community Development**

The subject site is located within a reinvestment area and partly within a reinvestment corridor as designated by *Connections 2025*; within the area eligible for New Markets Tax Credits (federal); within the area eligible for Recovery Zone Bonds under the American Recovery and Reinvestment Act (federal); within the area eligible for assistance to Small Business Concerns under the federal Historically Under-utilized Business Program (federal); and within the area eligible for tax credits under the Urban Progress Zone Program (state).

### **Planning**

The 2.81 acre parcel is located north of East Friendly Avenue and east of North Church Street. Surrounding uses include the Children's Museum to the west, a parking lot to the west and the GTA Bus Facility to the south. This part of the city is the eastern fringe of the CB (Central Business) zoning district. The 2.81 acre subject site is a portion of a larger 3.94 acre parcel. This 3.94 acre parent parcel has a split zoning of both CB and LI. The applicant intends to rezone the portion of the parent parcel that is currently zoned as LI (Light Industrial) to CB to match the zoning of the other southwest portion for a proposed future development. The subject site adjoins the CB zoning district to the west and LI to the south, north and east

This rezoning request if approved will help promote a diverse mix of uses and densities in the general area without impacting the overall mix of uses found in this vicinity.

Staff believes that this request is consistent with the intent and purpose of the zoning code and the Comprehensive Plan (Connections 2025). Staff is also of the opinion that the request is compatible with the existing development and trend in the surrounding area.

**STAFF RECOMMENDATION**

Staff recommends **approval** of the requested **CB** (Central Business) zoning district.

## **Weaver Foundation Development - Transportation Impact Analysis**

Prepared for Weaver Foundation

July 30, 2010

### **Executive Summary**

The proposed Weaver Foundation development is located on the northeast quadrant of the intersection of North Church Street at Friendly Avenue in Greensboro, NC.

The proposed site plan (see Figure 1) shows one access point on East Friendly Avenue and another access on North Church Street. The developer currently proposes the site to accommodate two (2) academic buildings, a new program/office building for Senior Resources and a carousel.

Davenport Transportation Consulting (DTC) was retained to determine the potential traffic impacts of this development and to identify transportation improvements that may be required to accommodate the impacts of both background traffic and new development traffic. The following intersections were included in the study:

- Friendly Avenue at North Church Street
- North Church Street at Site Access 1 / YWCA Place
- Friendly Avenue at Site Access 2 (right-in / right-out)

The above-mentioned intersections were analyzed for the following scenarios:

- 2010 Existing Conditions
- 2016 Future No Build Conditions
- 2016 Future Build-Out Conditions

The build-out analysis year for this project was assumed to be 2016. The AM (7-9 am) and PM (4-6 pm) peaks were analyzed.

The Greensboro Department of Transportation (GDOT) was contacted to obtain background information and to ascertain the elements to be covered in this Traffic Impact Analysis (TIA). Information regarding the property was provided by the developer, Weaver Foundation.

The following is a summary of the comments regarding our assessment of the study intersections:

### **East Friendly Avenue at North Church Street**

This signalized intersection is expected to operate at LOS B for both the AM and PM peak hours under existing and future no build traffic conditions. With the addition of site traffic, this intersection is projected to continue at LOS B during the AM and PM peak hours. No improvements are recommended at this intersection.

### **North Church Street at Site Access 1/YWCA Place**

Under existing conditions, this unsignalized intersection is expected to operate at LOS A and LOS B during AM and PM peak hours, respectively. In the future no build conditions, the intersection is projected to continue at LOS A and LOS B during AM and PM peak hours, respectively. With the addition of site traffic, this intersection should operate at LOS B during the AM peak and LOS C during the PM peak.

The necessity of auxiliary turn lanes for this intersection was determined based on the figure titled

“Warrant for Left and Right-Turn Lanes”, found on page 80 in the NCDOT Policy on Street and Driveway Access to North Carolina Highways and based on GDOT Driveway Manual. The turn lane warrant analysis shows that this intersection will warrant a 100-foot northbound right turn lane on North Church Street based on projected volumes. It should be noted that providing the northbound right turn lane will involve the elimination of two (2) on-street parking spaces. Additionally, the existing 125-foot left turn lane on North Church Street will be adequate to accommodate left turning traffic into the site.

**East Friendly Avenue at Site Access 2**

This unsignalized right-in / right out intersection is expected to operate at LOS B during 2016 future build conditions in the AM and PM peaks. The right turn lane analysis indicates based on traffic volumes, a 100-foot westbound right turn lane is warranted. We recommend providing a 100-foot westbound right turn lane with appropriate taper at East Friendly Avenue. It should be noted that providing the eastbound right turn lane will involve the elimination of on-street parking spaces on East Friendly Avenue.

The following table represents the summary of the level of service analysis for existing, future no-build, future build, and future build with improvements scenarios:

Table A - Level of Service Summary				
AM Peak	2010 Existing	2016 Future No Build	2016 Build	2016 Build with Improvements
North Church Street at East Friendly Avenue	B (14.7)	B (14.7)	B (15.1)	
North Church Street at Site Access 1	A (8.2) NB Left	A (8.3) NB Left	B (13.8) WB Approach	B (13.1) WB Approach
East Friendly Avenue at Site Access 2			B (12.0) SB Approach	B (11.2) SB Approach
PM Peak	2010 Existing	2016 Future No Build	2016 Build	2016 Build with Improvements
North Church Street at East Friendly Avenue	B (19.5)	B (19.1) *	B (18.6) *	
North Church Street at Site Access 1	B (12.1) WB Approach	B (12.7) WB Approach	C (15.8) WB Approach	C (15.9) WB Approach
East Friendly Avenue at Site Access 2			B (12.1) SB Approach	B (11.9) SB Approach

LOS (delay in seconds)

Note for unsignalized conditions, LOS and delay indicates only minor street approach with longest delay

\* Delay decreased in future no build and build scenarios. Although counterintuitive, reductions in delay can occur at actuated signalized intersections. In this case, the actuated effective green time changed due to an increase in traffic volume. Increased volumes result in detectors holding green times longer. Eventually a point is reached where the green timing is max out and the delay will continue to worsen.

**Summary and Conclusion**

This analysis has been conducted based on the scope given by the City of Greensboro. Our trip generation indicates the proposed Weaver Foundation development is projected to generate 1,986 net trips per day. This is based on two (2) academic buildings (75,000 square feet and 114,000 square feet), a new program/office building for Senior Resources (35,000 square feet) and a carousel.

Table B below summarizes the recommended improvements for the 2016 future build scenario. Improvements are shown in Figure 9 of the report. It is recommended that all driveways into the site should be constructed to comply with GDOT Driveway Manual.

In conclusion, this study has determined the potential traffic impacts of this development and identified transportation improvements that will be required to accommodate the impacts of both background traffic and new development traffic.

Table B - Recommended Improvement Summary	
North Church Street at East Friendly Avenue	No improvements are recommended
North Church Street at Site Access 1 / YWCA Place	Based on GDOT Driveway Manual, we recommend providing a 100-foot northbound right turn lane with appropriate taper on North Church Street. This will involve the elimination of two (2) on-street parking spaces.
East Friendly Avenue at Site Access 2	Based on GDOT Driveway Manual, we recommend providing a 100-foot westbound right turn lane with appropriate taper on East Friendly Avenue. This will involve the elimination of on-street parking spaces.