



Z-10-12-004

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

Zoning Commission Hearing Date: December 13, 2010

GENERAL INFORMATION

APPLICANT	David Kaiser for Flow 401 North Murrow, LLC
HEARING TYPE	Rezoning
REQUEST	CD-CB (Conditional District-Central Business) to PUD (Planned Unit Development).
CONDITIONS	<ol style="list-style-type: none">1. Uses: Limited to a bank, savings & loan office, credit union, multi-family dwellings and all office uses2. The subject property shall be developed in substantial conformity with the approved Concept Plan entitled "State Employees Credit Union" which is dated November 15, 2010 and submitted with this application.
LOCATION	405 North Murrow Boulevard , generally described as the southwest corner of the intersection of North Murrow Boulevard and East Lindsay Street.
PARCEL ID NUMBER(S)	7864872743
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). 56 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~6.24 Acres
TOPOGRAPHY	Slopes to the southwest
VEGETATION	None

SITE DATA

Existing Use

Vacant auto dealership

Adjacent Zoning

Adjacent Land Uses

N CD-CB (Conditional District-Central Business and LI (Light Industrial)

Vacant Body Shop/Vacant Pet Dairy Building

E RM-12 (Residential- Multi Family)

Cumberland Court Apartments

W CB (Central Business)

Railroad Tracks

S LI (Light Industrial)

Gate City Truck Center and Body Shop

Zoning History

Case #

Date

Request Summary

3552

May 14,
2007

This property was rezoned from GB (General Business) and LI (Light Industrial) to CD-CB (Conditional District- Central Business) with the following conditions:

1. Uses: All uses in the Central Business zoning classification, except the following: Animal Services (livestock); Animal Services (other); Manufactured Dwellings; Manufactured Dwelling Parks; Junked Motor Vehicles; Livestock, Poultry and Bees; Cemeteries/Mausoleums; ABC Stores; Bars (without restaurant services); Building Supply Sales (with storage yard); Pawnshops; Land Clearing and Inert Debris Landfills; Convenience Stores (with fuel pumps); Gasoline Service Stations; Used Motor Vehicle Sales (except in conjunction with new vehicle sales companies); Truck Stops; Sexually Oriented Businesses; and Outdoor Advertising Signs.
2. The subject property shall be developed in conformance with the Sketch Plan entitled "Murrow Station" which was approved by the Redevelopment Commission of Greensboro on December 12, 2006 and/or as amended.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (CD-CB)	Requested (PUD)
Max. Density:	N/A	N/A
Typical Uses	Solely intended for application in the central core of the city. The district is established to encourage high intensity, compact urban development. The district is 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).	Primarily intended to allow a diverse mixture of residential and/or nonresidential uses and structures that function as cohesive and unified projects. The districts encourage innovation by allowing flexibility in permitted use, design, and layout requirements in accordance with a Unified Development Plan.

**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

DDO (Downtown Design Overlay District), CBO (Central Business Overlay District) and VCO (Visual Corridor Overlay District).

Environmental/Soils

Water Supply Watershed	Site drains to North Buffalo Creek
Floodplains	>2000ft
Streams	N/A
Other:	Stormwater Management Plan is on file for grandfathering existing BUA amounts.

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

Provisions governing landscaping are established by the Unified Development Plan.

**Tree Preservation Requirements – Not Applicable
Acreage Requirements**

Transportation

Street Classification:	Murrow Boulevard – Major Thoroughfare, Lindsay Street – Minor Thoroughfare.
Site Access:	All access(s) must be designed and constructed to the City of Greensboro standards.
Traffic Counts:	Murrow Boulevard ADT = 4,430, Lindsay Street ADT = 14,470.
Trip Generation:	
Sidewalks:	Sidewalks are a requirement of the Development Ordinance. 6' sidewalk with a 4' 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 exists along the frontage of this property.
Transit in Vicinity:	Yes, route 14, Bessemer Avenue/Phillips Avenue.
Traffic Impact Study: (TIS)	Yes, required per TIS Ordinance. TIS currently under review. TIS received on November 19, 2010.
Street Connectivity:	N/A.
Other:	N/A.

IMPACT ANALYSIS**Land Use Compatibility**

The proposed **PUD** (Planned Unit Development) 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 Central Business District (CBD). The requested **PUD** (Planned Unit Development) 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.

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.

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 – N/A

Other Plans – N/A

Staff/Agency Comments

Water Resources – N/A

Housing and Community Development

The subject site is located within the boundary of the Cumberland Redevelopment Area. In July 2006, the Redevelopment Commission of Greensboro and the Greensboro City Council approved an amendment to the Cumberland Redevelopment Plan, in response to a specific development proposal on this site, which allowed a conditional rezoning of the subject property for mixed use. The conditions placed on the property included the provision that parking be located to the rear and sides of buildings unless otherwise approved by the Redevelopment Commission. The current site plan shows parking located in the front, but also includes green spaces, adequate pedestrian access, and potential for pedestrian amenities along the street frontage.

Mac Sims of the East Market Street Development Corporation attended the November 2010 regular meeting of the Redevelopment Commission in order to express his organization's support for the proposed plan and stated that this significant investment should generate interest for other economic investment in the area. The Commission voted unanimously to approve the plans for development as proposed in order to facilitate rezoning and development. This project represents a significant investment in East Greensboro, which will fully meet the Cumberland Redevelopment Plan's intention for revitalization.

The subject site is also located:

- Within a Reinvestment Area as designated by the *Connections 2025* Comprehensive Plan (local);
- Mostly within a combination of the North Elm Street, and West Friendly Avenue Visual Corridor Overlay Zones (local);
- Within the area eligible for New Markets Tax Credits (federal); and
- Within the area eligible for Recovery Zone Bonds under the American Recovery and Reinvestment Act (federal).
-

Planning

This property was rezoned in 2007 to CD-CB (Conditional District-Central Business) zoning designation for a proposed mixed use project. The current applicant intends to redevelop a portion of this site as a credit union necessitating another rezoning of the site to a PUD (Planned Unit Development) zoning designation.

Adjoining this property to the north is Summit Avenue and the old Pet Dairy Store, to the east is the Cumberland Apartments, to the south is the Gate City Lincoln Mercury Truck Center and the western boundary is defined by the railway tracks. This property is on the fringe of the City center and the general area is in transition as evidenced by the number of vacant industrial/commercial properties found in this vicinity.

This proposal, if approved will help revive this part of the downtown and contribute to the mix of City center uses. It will also help to attract additional City center commercial and service-oriented businesses to the general area. Staff believes that this property offers an ideal opportunity to include multi-family dwellings and other office uses to this part of the downtown.

This rezoning request if approved will help promote a diverse mix of uses in the general area especially along North Murrow Boulevard and East Lindsay Street. It will also promote a healthy, diversified economy with a strong tax base and opportunities for employment and entrepreneurship while at the same time promoting sound investment in Greensboro's urban areas. New patterns and intensities of use will also be promoted to increase economic competitiveness and enhance quality of life in the general area. This proposal meets both the Reinvestment/Infill Goal and the Downtown Goal

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 **PUD** (Planned Unit Development) zoning district.