



Z-18-03-001

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

Zoning Commission Hearing Date: March 19, 2018

GENERAL INFORMATION

APPLICANT	Dick Franks for Koury Venture Limited Partnership
HEARING TYPE	Rezoning Request
REQUEST	PUD (Planned Unit Development) to CD-C-M (Conditional District – Commercial Medium)
CONDITIONS	1. All uses allowed in the C-M district shall be permitted <u>EXCEPT</u> : Sexually Oriented Businesses and Outdoor Advertising Signs.
LOCATION	4023 Guilford College Road and a portion of 4101 Guilford College Road
PARCEL ID NUMBER(S)	7831199399 and a portion of 7831278989
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). 230 notices were mailed to those property owners in the mailing area.
TRACT SIZE	6.77 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	Residential

SITE DATA

Existing Use Vacant property and Grandover Golf Course

	Adjacent Zoning	Adjacent Land Uses
N	PUD (Planned Unit Development)	Vacant
E	PUD (Planned Unit Development)	Golf Course
W	PUD (Planned Unit Development)	Vacant
S	PUD (Planned Unit Development)	Golf Course

Zoning History

Case #	Date	Request Summary
2395	April 14, 1994	<p>The subject property received an original zoning of PUD (Planned Unit Development). The following conditions were applicable to this section of the PUD:</p> <ol style="list-style-type: none"> 1. Uses: All uses permitted in a CU-PDM District. 6. Section 5 shall be limited to single family detached and attached dwelling units not to exceed a total of 470 dwelling units, golf course(s), a swim and racquet club; other recreational uses; and accessory uses. Total acres in this section is approximately 226 acres.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (PUD)	Requested (CD-C-M)
Max. Density:	2.0 units per gross acre	N/A
Typical Uses	Primarily intended to accommodate low-density single-family detached residential development and amenities for the development.	Conditioned to allow all uses permitted in the C-M district <u>EXCEPT</u> : Sexually Oriented Businesses and Outdoor Advertising Signs.

**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 Watershed Site drains to Hickory Creek, Lower Randleman WS-IV watersupply watershed

Floodplains <1600LF

Streams Unnamed stream

Other: If project is high density, any increase in BUA, site must meet watershed requirements – water quality and water quantity control must be addressed.

Utilities (Availability)

Contact Kenny Kenny Treadway (336-373-2897) for a water/sewer feasibility to determine availability

Airport Overlay District & 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 vacant property or commercial uses: 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 6.77 acres, 10% of parcel size in critical root zone to be dedicated for Tree Conservation.

Transportation

Street Classification: Guilford College Road – Major Thoroughfare.
West Gate City Boulevard – Major Thoroughfare.

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

Traffic Counts: Guilford College Road ADT = 7,000 (NCDOT, 2016).
West Gate City Boulevard ADT = 15,000 (NCDOT, 2016).

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 11 (Gate City Boulevard) is within 700 ft. of subject site, along West Gate City Boulevard.
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 **CD-C-M (Conditional District – Commercial – Medium)** 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 Planned Community**. The requested **CD-C-M (Conditional District – Commercial – Medium)** zoning district, as conditioned, is generally consistent with the **Mixed Use Planned Community** 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 4.3 – Growth at the Fringe: Provide a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects rural character, evidences sound stewardship of the environment, and provides for efficient provision of public services and facilities as the City expands. Development will increase density and mix land uses at a pedestrian scale with sidewalks, bikeways, and where possible, public transit.

Policy 4F: Initiate a fringe area growth management framework comprising the following elements.

Policy 4G: Improve the quality and patterns of development through incentives and regulatory guidelines.

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

Mixed Use Planned Community: This designation is intended for large tracts of undeveloped land near the City's fringe that are appropriate for larger scale, creatively planned residential, mixed with other uses such as supporting retail and small to medium scale office development. Compatibility among these uses and with the area's scenic character will be maintained through generous open space reservations and design standards that address the locations, character of, and relationships between uses, while affording greater development flexibility than provided by standard zoning district classifications. A traditional neighborhood development organized as a series of “neighborhood units” that have access to a “village center” with higher density residential, retail, and office uses is one example of an appropriate development form.

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 Grandover neighborhood, within which the subject site is located.

Staff Analysis

This rezoning request is made up of two parcels. The first parcel is approximately 1.91 acres. The second is an approximately 4.8-acre portion of the 189.19 acre parent property. The subject parcels are currently a combination of undeveloped property and a golf course. North and west of the request is vacant property (zoned PUD). East and south of the request is a golf course (zoned PUD).

The Comprehensive Plan's Future Land Use Map designates this area as Mixed Use Planned Community. This designation is intended for large tracts of undeveloped land near the City's fringe that are appropriate for larger scale, creatively planned residential, mixed with other uses such as supporting retail and small to medium scale office development.

The proposed CD-C-M, as conditioned, allows all uses permitting in the C-M district except Sexually Oriented Businesses and Outdoor Advertising Signs. The C-M zoning district in general would allow a wide range of retail, service, and office uses. While zoning in the immediate vicinity of this request is PUD there are a variety of commercial uses found in relatively close proximity to this request and residential components of the PUD are separated from this rezoning request by the golf course. Additionally, the Comprehensive Plan supports a mix of uses, both through the Generalized Future Land Use Map designation of Mixed Use Planned Community and general policy to encourage a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects rural character, evidences sound stewardship of the environment, and provides for efficient provision of public services and facilities as the City expands.

The 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-C-M** (Conditional District-Commercial - Medium) zoning district.