



Z-18-05-005

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

Zoning Commission Hearing Date: August 20, 2018

GENERAL INFORMATION

APPLICANT	Marc L. Isaacson for Westerwood Ventures, LLC
HEARING TYPE	Rezoning Request
REQUEST	R-5 (Residential Single-family - 5) and RM-26 (Residential Multi-family – 26) to PUD (Planned Unit Development)
CONDITIONS	<ol style="list-style-type: none">1. All uses permitted on Lot 1 shall be Multi-family Residential uses.2. All uses permitted on Lot 2 shall be Single-family Residential uses and/or parking.
LOCATION	706 Guilford Avenue and 303 North Mendenhall Street
PARCEL ID NUMBER(S)	7864276562 and 7864277571
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). 114 notices were mailed to those property owners in the mailing area.
TRACT SIZE	0.73 Acres
TOPOGRAPHY	Flat
VEGETATION	Residential

SITE DATA

Existing Use	Multifamily dwellings and Single-family dwelling
Adjacent Zoning	Adjacent Land Uses
N R-5 (Residential Single-family)	Multifamily dwellings
E R-5 (Residential Single-family)	Single family dwelling

W	R-5 (Residential Single-family)	Single family dwelling
S	R-5 (Residential Single-family)	Place of Religious Assembly

Zoning History

Case #	Date	Request Summary
3016	March 19, 2002	<p>The portion of the property currently zoned R-5 (Residential Single family) was rezoned from RM-26 (Residential Multifamily) as part of a larger down zoning in the area.</p> <p>The portion of the property currently zoned RM-26 (Residential Multi-family) has been such since the adoption of the Land Development ordinance in July 2010. Prior to the LDO, this portion of the subject property was zoned RM-26 (Residential Multi-family).</p>

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (RM-26)	Existing (R-5)	Requested (PUD)
Max. Density:	26.0 units per gross acre	5.0 units per gross acre	N/A
Typical Uses	Primarily intended to accommodate medium-density multi-family residential development.	Primarily intended to accommodate single family residential development	<i>Typical uses in the PUD district include all uses except industrial and agricultural uses</i>

**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

The subject site is partially (northeast corner) located within the West Friendly Avenue Visual Corridor Overlay Zone and the Central Business Overlay Zone, which prohibit establishment of new outdoor advertising signs therein.

Environmental/Soils

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

Floodplains >2000LF

Streams N/A

Other: Site must meet current Watershed requirements for Water Quantity Control.

Utilities (Availability)

Potable Water Available

Waste Water Available

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

Landscaping and Tree Conservation will be required in the event of expansions of use (in which case the requirements will apply only to the expansion) or redevelopment of the parcels.

Landscaping:

Landscaping will be determined by the Unified Development Plan. Minimum standards will be those set out in Section 30-10 of the development ordinance, and will include street buffer yards, buffer yards between the site and adjacent properties, and parking lot trees.

For lots less than 55,000 sq. ft., landscaping will not be required to cover more than 15% of lot size.

Tree Conservation

For .73 Acres of land, in the case of redevelopment, 1% of parcel size in critical root zone to be preserved. In the case of expansion of use, 1% of disturbed area in critical root zone to be preserved

Transportation

Street Classification: Guilford Avenue – Local Street.
Mendenhall Street – Collector 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 Mendenhall Street frontage of this property.

Transit in Vicinity:	Yes, GTA Routes 1 (West Wendover Avenue), 7 (Friendly Avenue), 8 (Battleground Avenue), and 9 (West Market Street) are within 600 ft. of subject site, along West Friendly Avenue.
Traffic Impact Study: (TIS)	No TIS required per TIS Ordinance.
Street Connectivity:	N/A.
Other:	Subject site is within 800ft of Phase 4 of the Downtown Greenway. Phase 4 is still under design and currently does not have a schedule set for construction.

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 **Low Residential (3-5 d.u./acre)**. The requested **PUD (Planned Unit Development)** zoning district is generally consistent with the **Low Residential (3-5 d.u./acre)** 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.

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.

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 Westerwood neighborhood, within which the subject site is located.

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

- New Markets Tax Credits (federal).

Staff Analysis

The .73 acre subject property currently contains multifamily dwellings and a single-family dwelling. East and west of the request are single-family dwellings (zoned R-5). North of the request are multifamily dwellings (zoned R-5) and south of the request is a place of religious assembly (zoned R-5).

The proposed PUD district, as conditioned, limits the type of development to residential uses that reflects existing development on the site and limits potential impacts on surrounding areas. This request also allows for a reconfiguration of the existing lots to be support the existing multifamily development while also allowing for the preservation of the existing adjacent single family dwelling on its own lot. This will allow both uses to remain viable and does not introduce other uses to the area as part of the request.

The Comprehensive Plan's Future Land Use Map designates this area as Low Residential This designation is intended for primarily single residential development with a density of 3-5 dwelling units per acre. Per Council adopted policy, any rezoning request less than one acre in size does not trigger the need for a Plan amendment.

The rezoning request supports the Comprehensive Plan's 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 is also consistent with the Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas.

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