



Z-18-09-007

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

Zoning Commission Hearing Date: September 17, 2018

GENERAL INFORMATION

APPLICANT Hani Kattan
HEARING TYPE Rezoning Request
REQUEST R-3 (Residential Single Family) to LI (Light Industrial)
CONDITIONS N/A
LOCATION 8748 W. Market Street

PARCEL ID NUMBER(S) **7815073558**

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). **8** notices were mailed to those property owners in the mailing area.

TRACT SIZE 0.91 Acres

TOPOGRAPHY Generally flat

VEGETATION Residential

SITE DATA

Existing Use Residential Single-family

Adjacent Zoning

N CD-LI (Conditional-Light Industrial)
E CD-LI (Conditional-Light Industrial)
W CD-LI (Conditional-Light Industrial)
S LI (Light Industrial)

Adjacent Land Uses

Tractor Trailer Leasing Use
Vacant Land
Tractor Trailer Leasing Use
Distribution Center

Zoning History

| Case # | Date | Request Summary |
|--------|------|---|
| N/A | N/A | The property is currently zoned R-3 (Residential Single Family - 3) and has been since the adoption of the Land Development ordinance in July 2010. Prior to the LDO, the subject property was zoned RS-20 (Residential Single Family). |

ZONING DISTRICT STANDARDS

District Summary *

| Zoning District Designation: | Existing | Requested |
|------------------------------|---|---|
| Max. Density: | 3 dwelling units per acre | (LI) |
| Typical Uses | Typical uses in the R-3 district may include single-family uses | N/A |
| | | 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. |

**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 Upper Randleman WS-IV watersupply watershed, East Fork Deep River

Floodplains ➤ 2000LT

Streams N/A

Other: Site must meet current watersupply watershed requirements for any additional BUA. Max High Density BUA is 70%, Low Density is 24% with sewer. Site is located within the PTI 5 mile statue radius.

Utilities (Availability)

Existing private water/sewer available

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 Light Industrial 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 0.9 acres, 1% of parcel size in critical root zone to be dedicated for Tree Conservation.

Transportation

Street Classification: W Market Street – Major Thoroughfare.
Landmark Drive – Collector Street.

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

Traffic Counts: West Market Street AADT = 14,000 vpd (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: No.

Traffic Impact Study: No TIS required per TIS Ordinance.
(TIS)

Street Connectivity: N/A.

Other: N/A.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed LI (**Light Industrial**) zoning would allow land uses that are compatible with the general character of the area.

Connections 2025 Comprehensive Plan Policies

The Future Land Use Map of the Western Area Plan designates this location as **Employment Area (EA)**. The requested **LI (Light Industrial)** zoning district is generally consistent with the **Employment Area (EA)** future land use 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.

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

Employment Area: A significant portion of the Western Area is designated as an area for employment uses. The majority of the demand for industrial and office land projected in the Market Analysis will be absorbed in the footprint of the Employment Area.

While the Western Area is a preferred residential destination it is also an employer’s location of choice due to the existing and planned highway infrastructure, rail and air access and proximity to a large skilled workforce. Preservation and preparation of lands contiguous to existing industrial is critical to ensuring that the Western Area continues to grow as an employment center. In addition, quality-of-life factors, such as walkability and access to amenities, are increasingly important to employer location decisions. While the Western Area has great access and infrastructure, additional improvements are needed to ensure continued employment growth in the area.

The employment area will grow through a combination of expansion of existing businesses, redevelopment, infill and new development projects. As noted in the Market Analysis, there will be significant demand for land for both office and industrial use over the next twenty years. While some of the 767,000 square feet of office demanded in the area will be met by development within the West Market Village Center and to a lesser extent the Campus Village Center, the majority will occur in the main employment areas noted on the plan. The type of office uses projected for the area include strong growth in the services, retail trade and F.I.R.E. (financial, insurance and real estate) sectors.

Industrial forecasts suggests that there will be demand for nearly two million square feet of industrial space through 2030. Growth in the construction and information technology industries will drive most of this demand.

The Western Area is also a prime location for employers to look for assemblages of land to accommodate a large footprint facility. Similar to the FedEx Ground Facility in the neighboring Triad Business Park, the Western Area has the potential to attract an employer of similar size if contiguous industrial lands are preserved for future employment use. Ensuring a “drop-in” ready site is available in the Western Area will significantly contribute to the economic vitality of the area.

In order to accommodate this growth a strong network of streets are needed to promote connectivity internal and external to the area. Consideration of future connections and improvements, such as the Pegg-Thatcher connector and extension of Bryan Boulevard will be reviewed to determine their feasibility and benefits to the suggested future land use pattern. Future streets employ a context sensitive design to ensure the roads meet safety, mobility and aesthetic requirements.

Pedestrian infrastructure such as sidewalks and crosswalks create places where employees can exercise on breaks or walk to the West Market Street Village for lunch. Street lighting and wayfinding systems provide additional safety and convenience for both day and night shift employees.

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.

Western Area Plan

Employment Area (EA) Recommendations

Recommendation EA-1) Preserve and market sites for economic development within the Employment Area.

Recommendation EA-2) Market the Western Area as logistics hub.

Recommendation EA-3) Support efforts to attract aviation-related industry.

Recommendation EA-4) Improve the local transportation network within the Employment Area.

Transportation Recommendations

Recommendation T-1) Integrate the Western Area Land Use and Infrastructure Plan into the Long Range Transportation Plan.

Recommendation T-2) Conduct a detailed analysis of any additional proposed major roads and road widenings beyond the current construction program.

Recommendation T-3) Enhance the internal network of streets.

Recommendation T-4) Encourage transportation improvements that will respect and support the rural ambiance and character of the Western Area.

Recommendation T-5) Support plans for transit along West Market Street.

Recommendation T-6) Develop and implement ongoing, coordinated regional congestion management and operations processes (including Intelligent Transportation System elements and Transportation Demand Management strategies) to maximize the efficient use of existing and planned infrastructure.

Recommendation T-7) Maintain close coordination with the planning activities of the Piedmont Triad International Airport Authority for the airport and ancillary development.

Gateways & Corridors Recommendations

Recommendation GC-1) Create a southern gateway into the Western Area.

Recommendation GC-2) Enhance the appearance of West Market Street.

Recommendation GC-3) Preserve and enhance the appearance and operation of NC 68 north of Pleasant Ridge Road.

Utilities Recommendations

- Recommendation U-1)** Support water extension into Service Area C.
- Recommendation U-2)** Upgrade water pumps due to challenges in peak periods.
- Recommendation U-3)** Delay sewer service to basin north of West Market Street and west of Pleasant Ridge Road (Service Area C) to preserve rural and agricultural character.
- Recommendation U-4)** Encourage coordination among neighboring jurisdictions in the timing and provision of infrastructure.
- Recommendation U-5)** Work closely with Guilford County, High Point and Kernersville to track infrastructure upgrades, existing and proposed distribution lines and available capacities for water and wastewater facilities.

Governance Recommendations

- Recommendation G-1)** Work closely and cooperatively with the municipalities in and jurisdictions of Guilford and Forsyth Counties so that development can be guided towards areas planned for urban and suburban development and away from areas with valued environmental or rural qualities.
- Recommendation G-3)** Establish a Western Area Plan community support committee to shepherd the Western Area Plan through the adoption process at both the City and County level.
- Recommendation G-4)** Continually engage surrounding jurisdictions discussions of growth and development.

Cultural & Historic Resources Recommendations

- Recommendation CHR-1)** Raise awareness of existing historic and cultural resources and encourage the preservation of such resources that contribute to the character of the area.
- Recommendation CHR-2)** Consider creating a Preservation Plan for the Western Area that takes into consideration the important cultural and environmental resources worthy of preservation.

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.

Staff Analysis

The 0.91-acre subject property is currently a vacant single-family residence. North and west of the request is a tractor trailer leasing use (zoned CD-LI). East of the request is vacant land (zoned CD-LI). South of the request is a distribution facility (zoned LI).

The site is located within the approved Western Area Plan. The Western Area Plan designates this area as an Employment Area. This designation provides for increasing industrially zoned properties to accommodate future demand for large scale industrial uses. The plan recommends expanding industrial areas while balancing quality of life concerns such as walkability and access to amenities.

The proposed LI zoning district is 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. This request is supported by the Comprehensive Plan's Economic Development goal to 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.

All properties adjacent to the subject parcel are either zoned LI or CD-LI and contain various industrial uses. This rezoning request would allow uses that are compatible with the general character of the surrounding area.

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 **LI** (Light Industrial) zoning district.