



# Z-18-09-009

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

**Zoning Commission Hearing Date: September 17, 2018**

### GENERAL INFORMATION

<b>APPLICANT</b>	Bryan Byrd for Guilford College
<b>HEARING TYPE</b>	Rezoning Request
<b>REQUEST</b>	CD-RM-12 (Conditional District – Residential Multi-family - 12) CD-O (Conditional District Office), PI (Public and Institutional) and R-3 (Residential Single Family – 3) to CD-PI (Conditional Public and Institutional)
<b>CONDITIONS</b>	1. Use: All uses permitted in the PI zoning district except Correctional Institutions.
<b>LOCATION</b>	815 Dolley Madison Road, a portion of 815 Y Dolley Madison Road and a portion of 5800 W. Friendly Avenue
<b>PARCEL ID NUMBER(S)</b>	<b>7835836449, 7835940948</b>
<b>PUBLIC NOTIFICATION</b>	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). <b>412</b> notices were mailed to those property owners in the mailing area.
<b>TRACT SIZE</b>	12.084 Acres
<b>TOPOGRAPHY</b>	Undulating
<b>VEGETATION</b>	Naturally Wooded

### SITE DATA

<b>Existing Use</b>	Vacant Land
<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N PI (Public & Institutional)	Institutional Use (Guilford College)
E R-3 (Residential Single-family – 3)	Vacant and Single Family dwellings
W PI (Public & Institutional)	Institutional Use (Guilford College)

S CD-O (Conditional District – Office) and Student housing, an office use, and single-  
 R-3 (Residential Single-family - 3) family residential

**Zoning History**

Case #	Date	Request Summary
N/A	N/A	The W. Friendly Avenue portion of 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-12 (Residential Single Family).
3689	September 16, 2008	The Dolley Madison Road property was rezoned to CD-RM-12 which limited uses to a maximum of 32 condominium or townhome units designed for sale. Condominium/townhome building exteriors were to be constructed at least 75% of brick, textured masonry, wood or stone. Townhome/Condominium unit's front exterior elevations were limited primarily to 2 stories above grade and limited to 3 stories in total height. Subject property was to be developed with a shared driveway with the property to the south.

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District Designation:	Existing (R-3)	Existing (CD-RM-12)	Requested (CD-PI)
Max. Density:	3 dwelling units per acre	12 dwelling units per acre	N/A
Typical Uses:	Typical uses in the R-3 district may include single-family uses.	Uses limited to a maximum of 32 condominium or townhome units.	All uses in the PI district including religious assembly, hospitals and parks, except correctional facilities.

*\*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 located within and partially located adjacent to (south of) the Guilford College National Register Historic District. This district was designated in 1990. Excerpts from the National Register nomination form:

Guilford College is the only four-year institution of higher learning in North Carolina that has evolved from a school established by the Religious Society of Friends, commonly known as Quakers. The period of significance of the present built environment of the school begins in

1885 when the building program that established the character of the campus was initiated. Quaker ideals dating to the seventeenth century, however, as well as events that have affected North Carolina's Quaker community throughout its existence, have molded the school's design, appearance, curriculum and historical character. During the early nineteenth century, its parent school, the New Garden Boarding School, was the only one in the South to practice such tenets of the Quaker faith as the promotion of equality for women, opposition to slavery, the alleviation of brutal conditions in prisons and insane asylums, pacifism and the development of a land ethic. These revolutionary and, to some early nineteenth century citizens, seditious ideas were the framework upon which the Quakers of North Carolina built their lives, tilled their land, established their boarding school, and developed their college.

The layout of Guilford College conforms to the Jeffersonian conception of the college campus in the arrangement of its major buildings around a landscaped quadrangle. The Quaker influence on the campus is seen in the secondary status of the buildings to the pastoral setting of the school. The placement of the original quadrangle and subsequent buildings is on a minor portion of the campus, leaving the major portion undeveloped. The developed portion of the campus displays buildings in the Colonial Revival and Neo-Classical styles of architecture. These styles achieved popularity at the time the school experienced its first major building boom during the tenure of President Lewis Lyndon Hobbs (1888-1915), when seven buildings were constructed around a quadrangle formed on its north boundary by the 1837 Founders Hall that had housed the New Garden Boarding School. The buildings of Guilford College, with their brick facades, classical columns, and gabled and hipped roofs, are closely related to those of the public universities such as the University of North Carolina at Chapel Hill and Greensboro, and private schools such as Davidson or Wake Forest University.

The subject site is located within the West Friendly Avenue Visual Corridor Overlay Zone, which prohibits establishment of new outdoor advertising signs therein.

The subject site is located partially within (southeastern corner) the New Garden Visual Corridor Overlay Zone, which prohibits establishment of new outdoor advertising signs therein.

**Environmental/Soils**

Water Supply Site drains to Greensboro Watersupply Watershed WS-III, Horsepen Creek Watershed

Floodplains >2000LF

Streams N/A

Other: If site is to be combined with the existing Guilford College campus tract, then the Campus Master Watershed Plan must be revised and approved by TRC. If site is not being combined with the Guilford College campus tract, site must meet current Watershed requirements, Water Quality and Water Quantity must be addressed. Max. High Density BUA is 70%, Low Density is 24%. Site is located within the PTI 5 mile statue radius. Any new BUA must be treated by a State approved Water Quality BMP and any existing BUA that would drain to the device treated to the maximum extent practicable.

**Utilities (Availability)**

Request a water/sewer feasibility from Kenny Treadway 336-373-2033

**Airport Overlay District & Noise Cone**  
n/a

**Landscaping & Tree Conservation Requirements**

**Landscaping:**

**Street Yards:**

As the site is not adjacent to any public streets, no street landscaping yards are required

**Buffer Yards:**

With the exception of an approximately 25' wide section on the southeast corner of the site, the surrounding property is under the same ownership as the subject site, and therefore could be considered a single zone lot for landscaping purposes. No landscape buffer yards would be required adjacent to property in the same ownership.

Adjacent to vacant property: 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 12.08 acres, 10% of parcel size in critical root zone to be dedicated for Tree Conservation.

**Transportation**

Street Classification: Dolley Madison Road – Local Street.  
West Friendly Avenue – Major Thoroughfare.

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 exists along portions of this properties frontages.
- Transit in Vicinity: Yes. GTA Route 7 (Friendly Avenue) is within 600ft of the subject property, along Friendly Avenue.
- 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 **CD-PI (Conditional District – Public and Institutional)** 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 **Institutional**. The requested **CD-PI (Conditional District – Public and Institutional)** zoning district, as conditioned, is generally consistent with the **Institutional** GFLUM designation. The Growth Strategy Map identifies the subject site as being located within the **West Friendly Avenue / Guilford College Road Activity Center** area.

**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**

**Institutional:** This designation applies to university and college campuses, major medical/health care concentrations, and similar large-scale institutional activity centers.

**Activity Center:** Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

## **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.

**Staff Analysis**

The 12.084-acre subject property is currently undeveloped. North and west of the request is an institutional use (Guilford College) that is zoned PI. East of the request is vacant land and single family dwellings (zoned R-3). South of the request is student housing and an office use (zoned CD-O), and single-family residential dwellings (zoned R-3).

The Comprehensive Plan's Future Land Use Map designates the subject property as Institutional. The Institutional designation applies to university and college campuses, major medical/health care concentrations, and similar large-scale institutional activity centers. The subject property is directly adjacent to the Guilford College campus and the applicant's stated intent for the subject property would be for recreational facilities to support the College's existing operations.

The Public and Institutional zoning district is primarily intended to accommodate mid- and large-sized (over 5 acres) public, quasi-public, and institutional uses which have a substantial land use impact or traffic generation potential. The zoning request is consistent with the Comprehensive Plan's 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 **PI** (Public and Institutional) zoning district.