



Z-18-09-010

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

Zoning Commission Hearing Date: September 17, 2018

GENERAL INFORMATION

APPLICANT	Mark Reynolds for Wendover RE II, LLC
HEARING TYPE	Rezoning Request
REQUEST	CD-C-M (Conditional District – Commercial Medium) to CD-C-M (Conditional District – Commercial Medium) with the following condition:
CONDITIONS	1. All uses permitted in the C-M zoning district except Sexually Oriented Businesses.
LOCATION	3608 W. Wendover Avenue and 714 Camann Street
PARCEL ID NUMBER(S)	7844320123, 7844320330
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). 24 notices were mailed to those property owners in the mailing area.
TRACT SIZE	1.18 Acres
TOPOGRAPHY	Flat
VEGETATION	Commercial/Industrial

SITE DATA

Existing Uses	Retail, Office
Adjacent Zoning	Adjacent Land Uses
N LI (Light Industrial)	Auto Repair
E LI (Light Industrial)	Retail Auto Sales and Service
W LI (Light Industrial)	Gas Station, Auto Repair, Parking Lot
S LI (Light Industrial)	Retail Auto Sales and Service

Zoning History

Case #	Date	Request Summary
2952	June 14, 2001	The property was rezoned to CU-HB with conditions limiting uses to all uses permitted under Business; Professional and Personal Services; Wholesale Trade; Warehouses less than 10,000 sq. ft.; Appliance Stores; Auto Supply Stores; Bookstores; Clothing, Shoe and Accessory Stores; Computer Stores; Furniture and Home Furnishing Stores; Motor Vehicles Sales, and Paint Sales. Sexually Oriented Businesses and drive-thrus are not permitted. The CU-HB zoning district was renamed in 2010 to the existing CD-C-M with the adoption of the Land Development Ordinance.

ZONING DISTRICT STANDARDS *

District Summaries for Existing Zoning Districts

District Summary *

Zoning District Designation:	Existing (CD-C-M)	Requested (CD-C-M)
Max. Density:	N/A	N/A
Typical Uses	Current zoning conditions limit uses to Business; Professional and Personal Services; Wholesale Trade; Warehouses less than 10,000 sq. ft.; Appliance Stores; Auto Supply Stores; Bookstores; Clothing, Shoe and Accessory Stores; Computer Stores; Furniture and Home Furnishing Stores; Motor Vehicles Sales, and Paint and Wallpaper Sales. Sexually Oriented Businesses and drive-thrus are not permitted.	Proposed zoning conditions will allow uses permitted in the C-M zoning district EXCEPT: Sexually Oriented Businesses.

**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 S. Buffalo Creek, non-watersupply watershed Watershed

Floodplains N/A

Streams N/A

Other: Site in current conditions must be Water Quantity Control. If >1 acre is disturbed and the BUA is increased, site must meet current Phase 2 requirements, Water Quality and Water Quantity must be addressed. 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. Site is also located within the PTI 5mile Statue Radius. No BMP/SCM that holds a normal Pool elevation can be used unless an engineer's justification is submitted.

Utilities (Availability)

Potable Water Available

Waste Water Available

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

Landscaping:

Landscaping and Tree Conservation will only be required in the case of redevelopment, or of additions or expansions of use.

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 Commercial or Vehicle Sales & Service: 5' wide Vehicular Use Area buffer yard, with planting rate of 3 understory trees and 18 evergreen shrubs per hundred linear feet, to be placed between any parking lots, driveways or other vehicular use areas on the subject property and the property line.

Parking Lots:

Trees for required parking spaces: 1 canopy tree per 12 spaces, in islands or medians within the parking lot.

Tree Conservation:

For 1.18 acres, 1% of parcel size in critical root zone to be dedicated for Tree Conservation for redevelopment; or 1% of disturbed area for additions or expansions that disturb greater than 3,000 s.f.

Transportation

Street Classification: West Wendover Avenue – Major Thoroughfare.

Camann Street – Local Street.

Site Access:	All access(s) must be designed and constructed to the City of Greensboro standards.
Traffic Counts:	West Wendover Avenue ADT = 49,267 (GDOT, 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 West Wendover Avenue frontage of this property.
Transit in Vicinity:	Yes. GTA Routes 1 (West Wendover Avenue) is adjacent to the subject property, along West Wendover Avenue.
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 **Commercial**. The requested **CD-C-M (Conditional District – Commercial – Medium)** zoning district, as conditioned is generally consistent with the **Commercial** 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.

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

Commercial: This designation applies to large concentrations of commercial uses, such as recently constructed major shopping centers and "big box" retail. Such properties may not be expected to undergo redevelopment or a change in use over the plan horizon, and the immediate areas in which they are located may not be suitable for the introduction of mixed uses. While some new commercial centers are anticipated, in general new retail and commercial service uses will be encouraged within more diversified mixed-use centers rather than as stand-alone shopping centers or expanding highway commercial "strips."

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 Hewitt Area 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 1.18-acre subject site is currently a vacant retail use. North of the request is an auto repair center (zoned LI). East and south of the request are auto sales businesses (zoned LI). West of the request are a convenience store with fuel pumps and auto sales (zoned LI).

The Comprehensive Plan's Future Land Use Map designates this area as Commercial. This designation applies to large concentrations of commercial uses, such as recently constructed major shopping centers and "big box" retail. Such properties may not be expected to undergo redevelopment or a change in use over the plan horizon, and the immediate areas in which they are located may not be suitable for the introduction of mixed uses. While some new commercial centers are anticipated, in general new retail and commercial service uses will be encouraged within more diversified mixed-use centers rather than as stand-alone shopping centers or expanding highway commercial "strips."

The C-M zoning district is primarily intended to accommodate a wide range of retail, service and office uses. The district is typically located along thoroughfares in areas which have developed with minimal front setbacks. The request supports the Comprehensive Plan's Economic Development goal to encourage a healthy, diversified economy and the Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas.

The proposed CD-C-M request, as conditioned, allows all uses permitted in the Commercial Medium zoning district except Sexually Oriented Businesses. This condition limits negative impacts on the surrounding area while allowing other 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 **CD-C-M** (Conditional District – Commercial Medium) zoning district.