



Z-18-010-001

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

Zoning Commission Hearing Date: October 15, 2018

GENERAL INFORMATION

APPLICANT	Henry Isaacson on behalf of KSL Sedgefield Pilot, LLC
HEARING TYPE	Rezoning Request
REQUEST	PUD (Planned Unit Development) to PUD (Planned Unit Development)
CONDITIONS	<ol style="list-style-type: none">1) Uses: All uses permitted in the PUD district except manufactured dwellings, manufactured dwelling parks, sexually oriented businesses, rooming houses, fraternities and sororities, cemeteries, wireless communication facility, junk motor vehicles, portable storage units, animal shelters, TV/HDTV/AM/FM broadcast facilities, amusement and water parks/fairgrounds, campgrounds and recreational vehicle parks, pawn shops, satellite dishes/TV and radio antennae towers.2) Tract 1 and Tract 2, proposed mixed use/commercial, shall be limited to uses permitted in the R, RM, TN, MU, CL, CM, CH, and O zoning districts.<ol style="list-style-type: none">a) A mix of residential and commercial uses is allowed. The number of residential units in Tract 1 (18.91 acres) shall not exceed 445 units with a maximum building height of four stories and a minimum open space of 1.89 acres. Commercial square footage in this tract shall not exceed 225,000 (GFA), with a minimum open space of 0.52 acres.b) A mix of residential and commercial uses is allowed. The number of residential units in Tract 2 (16.72 acres) shall not exceed 380 units. If developed as residential, there will be a minimum open space of 1.67 acres. Commercial square footage in this tract shall not exceed 260,000 (GFA), with a minimum of 0.6 acres of the Tract reserved for open space. No building in Tract 2 shall exceed 5 stories in height.2(A) The following Conditions will apply to the western property boundary of Tract 1 contiguous with the Sedgefield Landing community.<ol style="list-style-type: none">a) In conjunction with the initial phase of any new construction, a minimum 84 inch (where permitted) opaque fence will be constructed along the western side of Tract 1 that abuts Sedgefield Landing. The fence will be

- continuous (no breaks), and will continue along the entire Tract 1 property line beginning with the southernmost point of the Duke Power right-of-way, if permitted, and continuing to the point where the fence meets the existing NCDOT sound wall, if the DOT permits.
- b) A gate will be constructed in the fence, if permitted, at the point where the fence crosses the Duke Power right-of-way.
 - c) There shall be a 35 foot wide buffer along the entire property line of Tract 1 that abuts Sedgefield Landing consisting of evergreen plantings in order to achieve a consistent visual screen. The initial evergreen plantings in this buffer shall be 6' tall and shall be installed on the Sedgefield Landing side of the fence, with the fence installed no closer than 15 feet to the property line where there are Sedgefield Landing residences within 25 feet of the property line and will be at least 5 feet from the property line in all other instances.
 - d) Buildings located within 75 feet of the property line on Tract 1 which directly abuts the Sedgefield Landing community shall be no more than one story in height (structures outside of this 75 foot boundary may exceed one story). Businesses located in those buildings shall have operating hours of no earlier than 6 a.m. and no later than midnight; and, subject to City approval, there shall be no vehicle access behind these buildings.
 - e) Trash dumpsters shall be screened and located at least 50 feet from the western property boundary of Tract 1 that abuts Sedgefield Landing.
 - f) There will be no vehicular traffic access from the end of Sedgefield Gate Road in Sedgefield Landing onto the subject property, or from the subject property onto Sedgefield Gate Road.
- 3) Tract 3 (43.1 acres), proposed mixed use/commercial/residential/adaptive reuse, shall be limited to:
- a) All uses permitted in R, RM, and TN districts with dwelling units not to exceed 571 units with a maximum building height of 4 stories.
 - b) Uses permitted in retail, office or an institutional setting containing uses permitted in the R, RM, MU, PI, CL, CM, CH, CN and O zoning districts. New commercial square footage will not exceed 200,000 square feet (GFA), in addition to the square footage of existing buildings located on tract 3 as of March 9, 2015.
 - c) A mix of residential and commercial uses is allowed.
- 4) Tracts 4 (11.79 acres) and 5 (24.08 acres), proposed residential, shall be limited to uses permitted in the R, RM, and TN districts and shall be further conditioned as follows:
- a) The number of residential units in Tract 4 shall not exceed 130 units with a maximum building height of three stories and a minimum open space of 1.77 acres.

- b) The number of residential units in Tract 5 shall not exceed 226 units, with a maximum building height of two stories and a minimum open space of 3.61 acres.
- 5) Tract 6 (16.81 acres) will be reserved as a buffer and mitigation site, with permitted uses limited to those consistent with the PNR district, with an exception to allow construction necessary for wetland mitigation and storm water control

LOCATION 5300 High Point Rd

PARCEL ID NUMBER(S) 7832786157

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

TRACT SIZE 131.41 Acres

TOPOGRAPHY Undulating

VEGETATION Significantly Wooded

SITE DATA

Existing Use	Vacant Building	
	Adjacent Zoning	Adjacent Land Uses
N	City-O(Office) PUD (Planned Unit Development)	Elementary School and Single-family Residential Single-family Residential
E	County-RS-40 (Residential Single-Family) GO-M (General Office – Moderate)	Single family dwellings Office Space
W	County-RS-20 (Residential Single-Family) GO-M (General Office – Moderate)	Single family dwellings Multi-family Residential
S	County-RS-30 (Residential Single-Family) County-RS-30 (Residential Single-Family)	Single family dwellings Single family dwellings

Zoning History

Case #	Date	Request Summary
CD-3988	April 21, 2015	The property is currently zoned PUD (Planned Unit Development). Conditions for the original PUD zoning request are the same as the conditions except for condition 4. The current condition states:

4)Tracts 4 (11.79 acres) and 5 (24.08 acres), proposed residential, shall be limited to uses permitted in the R, RM, and TN districts and shall be further conditioned as follows:

a) The number of residential units in Tract 4 shall not exceed 93 units with a maximum building height of two stories and a minimum open space of 1.77 acres.

b) The number of residential units in Tract 5 shall not exceed 226 units, with a maximum building height of two stories and a minimum open space of 3.61 acres.

Prior to annexation and original zoning, the subject property was zoned County GO-M (General Office – Moderate).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (PUD)	Requested (PUD)
Max. Density:	N/A	N/A
Typical Uses	Typical uses in the PUD district include all uses except industrial and agricultural uses.	Typical uses in the PUD district include all uses except industrial and agricultural uses

**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 (northeastern edge) located within the SCOD-2 (Scenic Corridor Overlay District 2) of the Greensboro Urban Loop. Consult the Scenic Corridor Overlay Districts Design Manual for detailed applicable requirements and design guidelines.

Environmental/Soils

Water Supply Watershed Site drains to Lower Randleman WS-IV Watersupply Watershed, Hickory Creek and Bull Run – Max.BUA per watershed is 50%

Floodplains N/A

Streams If existing Blue Line pond is not breached, a 100ft stream buffer measured from the normal pool elevation will be required. New permits will be required for the dam breach. Stream feature remaining must be identified. If stream feature is intermittent, a 50ft stream buffer measure from top of stream bank will be required. If stream feature is perennial, a 100ft stream buffer measured from top of stream bank will be required.

Other: High Density development with sewer is a maximum of 50% BUA, Low Density is 12%BUA. Existing BUA must be clearly shown on plan in current conditions to be grandfathered. All new BUA must be treated by as State approved water quality BMP/SCM. Northern portion of site is located within the PTI 5 mile statue radius. No BMP/SCM that holds a normal pool elevation will be allowed unless engineering justification is submitted and approved.

Utilities (Availability)

Potable Water Available

Waste Water Available

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

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.

Tree Conservation

For 131.41 Acres of land, 10% of parcel size in critical root zone to be preserved.

Transportation

Street Classification: High Point Road – Major Thoroughfare.
Alamance Road – Local Street.

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

Traffic Counts: High Point Road AADT = 11,000 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 not exist along frontage of this property.
- Transit in Vicinity: Yes, GTA Route 11 (Gate City Boulevard) is adjacent to subject site, along High Point Road.
- Traffic Impact Study: A TIS was conducted for the subject site for previous re-zoning in 2015. (TIS) No update to that TIS was required for this rezoning.
- Street Connectivity: N/A.
- Other: N/A.

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 **Mixed Use Planned Community**. The requested **PUD (Planned Unit Development)** zoning district, as conditioned, is generally consistent with the portion of the site carrying the **Mixed Use Planned Community** GFLUM designation. The Growth Strategy Map designates the subject site as being partially (approximately the southwestern half) located within the West Gate City Boulevard / Mackay 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

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.

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 and with representatives of the Sedgefield neighborhood, within which the subject site is partially located.

Staff Analysis

This 131.4-acre subject site currently contains a vacant non-residential building and is zoned PUD (Planned Unit Development). North of the request are single-family dwellings (City O and PUD) and Pilot Elementary School (City O). East of the request are single family dwellings (County-RS-40) and office uses (County GO-M). South of the request are Single family dwellings (County RS-30 and RS-40). West of the request are single and multi-family dwellings (zoned County-RS-20 and County- GO-M).

The Generalized Future Land Use Map designates this site as Mixed Use Planned Community, which 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. Additionally this request only makes minor changes to a small portion (Tract 4) of the overall site previously approved for PUD zoning.

The PUD request is consistent with the land uses established in close proximity and the list of potential uses is compatible and will provide services within close proximity to existing adjacent development. The proposed request supports the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas and the Economic Development goal to promote a healthy and diversified economy.

This 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.