



Z-19-01-002

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

Zoning Commission Hearing Date: January 23, 2019

GENERAL INFORMATION

APPLICANT	Patrick Daly Jr.
HEARING TYPE	Rezoning Request
REQUEST	C-M (Commercial Medium) to LI (Light Industrial)
CONDITIONS	N/A
LOCATION	4735 US Highway 29 North and portion of 4717-4733 US Highway 29 North
PARCEL ID NUMBER(S)	7888705195, portion of 7865673175
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). 40 notices were mailed to those property owners in the mailing area.
TRACT SIZE	8.37 Acres
TOPOGRAPHY	Flat
VEGETATION	Partially wooded

SITE DATA

Existing Use	Vacant Restaurant	
	Adjacent Zoning	Adjacent Land Uses
N	PI (Public and Institutional)	University Facility
E	CD-C-M (Conditional District Commercial Medium)	Convenience Store with Fuel Pumps
W	R-3 (Residential Single Family - 3) and PI (Public and Institutional)	Undeveloped University Facility

S C-M (Commercial Medium) and CD-LI Restaurant
 (Conditional District Light Industrial) Wireless Telecommunication Facility and fuel storage tank

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property is currently zoned C-M (Commercial-Medium). The property has been in his way since the adoption of the Land Development ordinance in July 2010. Prior to the LDO, the subject property was zoned HB (Highway Business).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (C-M)	Requested (LI)
Max. Density:	N/A	N/A
Typical Uses	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.	Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial/service activities.

SPECIAL INFORMATION

Overlay District Ordinance/Historic Preservation

n/a

Environmental/Soils

Water Supply Watershed Site drains to Middle Reedy Fork Creek, non-watersupply watershed

Floodplains > 2000LF

Streams N/A

Other: If >1 acre is disturbed and the BUA is increased, site must meet Phase 2 Stormwater requirements. Water Quality and Water Quantity control must be addressed at time of development. A State approved Water Quality BMP/SCM will be required for water quality treatment.

Utilities (Availability)

Potable Water Available

Waste Water 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 Commercial or Institutional uses: Type C buffer yard, with an average width of 15', a minimum width of 10', and a planting rate of 2 canopy trees, 3 understory trees, and 17 shrubs per 100 linear feet.

Adjacent to vacant property or Light Industrial uses: 5' wide Vehicular Use Area buffer yard (see below) between any parking lot or drive 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 8.37 acres, 10% of parcel size in critical root zone to be dedicated for Tree Conservation.

Transportation

Street Classification: US 29 – Freeway.
Esterwood Road – Local Street.

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

Traffic Counts: US 29 AADT = 36,000 (NCDOT, 2017).

Trip Generation: N/A.

Sidewalks: Sidewalks are not permitted along US 29.

Transit in Vicinity: No.

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

Street Connectivity: N/A.

Other: This property is within the construction boundaries NCDOT Transportation Improvement Program project R-4707. This project is intended improve the US 29 / Reedy Fork Parkway and is scheduled to begin construction in 2020.

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 Generalized Future Land Use Map designates this location as **Industrial / Corporate Park**. The requested **LI (Light Industrial)** zoning district is generally consistent with the **Industrial / Corporate Park** 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

Industrial/Corporate Park: This designation applies to areas where present or anticipated uses include both light and heavy industrial uses, such as manufacturing, assembly, and fabrication; wholesaling and distribution; and corporate office and technology parks, which may be introduced to replace older heavy industrial uses. Although new residential development is discouraged in areas designated for this land use category, pre-existing residential uses may be present in or adjacent to these areas. As established industrial areas redevelop, such residential, institutional, or similar uses should be protected from adverse impacts (heavy truck traffic, significant outside storage, factors such as noise, dust, and glare, etc.) through performance-based standards, buffers, and proper separation from noxious uses.

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.

STAFF ANALYSIS AND RECOMMENDATION

Community Outreach

Applicant is strongly encouraged to discuss this proposed rezoning and development with owners of surrounding properties.

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

- Economic Development Impact Zone 2 (local).

Staff Analysis

The 8.37 acre subject property is currently zoned C-M and has a vacant restaurant building and undeveloped areas. The applicant would like to use the property for the sale and storage of larger trucks and heavier equipment that is not currently allowed in the C-M zoning district.

North and west of the request is the Gateway University Research Campus zoned PI. Also west of the request is undeveloped land zoned R-3. East of the request is a convenience store with fuel pumps zoned CD-C-M. South of the request is a restaurant, wireless telecommunications facility and fuel storage tanks zoned C-M and CD-LI parking lots and a vehicle service use zoned CD-C-M and C-M.

The Comprehensive Plan's Future Land Use Map designates this area as Industrial/Corporate Park. This designation applies to areas where present or anticipated uses include both light and heavy industrial uses, such as manufacturing, assembly, and fabrication; wholesaling and distribution; and corporate office and technology parks, which may be introduced to replace older heavy industrial uses. The LI zoning district is consistent with this future land use classification and also allows uses that in their normal operations do not create adverse impacts upon adjacent properties. The requested LI zoning for this site is consistent with the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas, including commercial and industrial areas. It is also consistent with the 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, including under-served areas such as East Greensboro.

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.