



# Z-19-03-009

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

Zoning Commission Hearing Date: March 18, 2019

### GENERAL INFORMATION

<b>APPLICANT</b>	Amanda Hodierna, on behalf of Lucas Von Heller LLC
<b>HEARING TYPE</b>	Rezoning Request
<b>REQUEST</b>	CD-LI (Conditional District Light Industrial) to CD-LI (Conditional – Light Industrial)
<b>CONDITIONS</b>	<ol style="list-style-type: none"><li>1. All uses in the Light Industrial (LI) district permitted except Eating and Drinking Establishments.</li><li>2. Building setbacks shall be a minimum of fifty (50) feet from Pleasant Ridge Road</li><li>3. Signage shall be as permitted in the Business Park (BP) district.</li><li>4. A street planting yard of fifteen (15) feet minimum shall be provided along Pleasant Ridge Road.</li></ol>
<b>LOCATION</b>	1155 Pleasant Ridge Road
<b>PARCEL ID NUMBER(S)</b>	7816001696
<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). 9 notices were mailed to those property owners in the mailing area.
<b>TRACT SIZE</b>	1.01 Acres
<b>TOPOGRAPHY</b>	Flat
<b>VEGETATION</b>	Mostly wooded

### SITE DATA

<b>Existing Use</b>	Undeveloped
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	<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N	CD-LI (Conditional District Light Industrial)	Undeveloped
E	CD-LI (Conditional District – Light Industrial)	Warehouse/Wholesale/Office
W	CD-BP (Conditional District Business Park)	Undeveloped
S	CD-LI (Conditional District Light Industrial)	Contractor storage

**Zoning History**

Case #	Date	Request Summary
2895	January 2, 2001	<p>The property was rezoned from County AG and City RS-40 to City CU-LI with the following conditions:</p> <ol style="list-style-type: none"> <li>1. Uses: Limited to use as office/warehouse and general contractors office and storage yard.</li> <li>2. Building setbacks shall be a minimum of 50 feet from Pleasant Ridge Road.</li> <li>3. Signage shall be as Corporate Park requirements.</li> <li>4. A street planting yard of 15 feet minimum shall be provided along Pleasant Ridge Road.</li> </ol>

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District Designation:	Existing (CD-LI)	Requested (CD-LI)
Max. Density:	N/A	N/A
Typical Uses	Conditioned to allow office/warehouse and general storage yard.	Conditioned to allow Light Industrial uses, except eating and drinking establishments.

*\*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 Lake WS-IV, East Fork Deep River sub-basin to the East and drains to Greensboro Watersupply Watershed WS-III, Upper Reedy Fork Creek to the West.

Floodplains > 2000LF

Streams N/A

Other: Site must meet current watersupply watershed requirements, water quality and water quantity control must be addressed. Maximum High Density Development is 70% BUA for both watershed. If site is developed as a Low Density Development 24% or less, a scoresheet must be completed for 120 points. Site is also within the 5 statue mile radius of the PTI Airport. No water quality device (BMP) is permitted within this area unless documentation is provided.

**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:**

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

**Transportation**

Street Classification:	Pleasant Ridge Road – Major Thoroughfare. West Market Street – Major Thoroughfare.
Site Access:	All access(s) must be designed and constructed to the City of Greensboro standards.
Traffic Counts:	Pleasant Ridge Road AADT = 8,600 (NCDOT, 2017).
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 the frontage of this property.
Transit in Vicinity:	No.
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-LI (Conditional District – Light Industrial)** zoning, as conditioned, would allow land uses that are compatible with the general character of the area.

**Connections 2025 Comprehensive Plan Policies**

The Western Area Plan Future Land Use Map designates this location as **Employment Area**. The requested **CD-LI (Conditional District – Light Industrial)** zoning district, as conditioned, is generally consistent with the **Employment Area** 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 (Western Area Plan):** 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 1.01 acre subject property is currently undeveloped. North and west of the request is undeveloped (zoned CD-LI and CD-BP). South of the request is a contractor yard (zoned CD-LI). East of the request is warehouse, wholesale and office (zoned CD-LI).

The adopted Western Area Plan currently designates this property as Employment Area. This designation is intended to preserve land near existing industrial development to ensure that the Western Area continues to grow as an employment center.

The proposed CD-LI request, as conditioned, expands the types of industrial and contracting uses allowed on the property to allow for its development in a way that is compatible with the surrounding land uses. The proposed rezoning request supports both 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.

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-LI** (Conditional District - Light Industrial) zoning district.