



Z-19-05-002

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

Zoning Commission Hearing Date: May 20, 2019

GENERAL INFORMATION

APPLICANT	Josh Michael and Katie Moore for Central Soul, LLC
HEARING TYPE	Rezoning Request
REQUEST	LI (Conditional Light Industrial) to CD-C-M (Conditional District – Commercial – Medium)
CONDITIONS	<ol style="list-style-type: none">1. All uses permitted in the C-M zoning district except:<ol style="list-style-type: none">a. Sexually Oriented Businesses;b. Any use with a drive-through facility; andc. Eating and Drinking Establishments.
LOCATION	1204-1206 East Wendover Avenue and 1059 East Lindsay Street
PARCEL ID NUMBER(S)	7875214690, 7875215589, and 7875216524
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). 74 notices were mailed to those property owners in the mailing area.
TRACT SIZE	0.64 Acres
TOPOGRAPHY	Flat
VEGETATION	None

SITE DATA

Existing Use	Office and Warehouses
Adjacent Zoning	Adjacent Land Uses
N C-M (Commercial - Medium)	Retail Sales
E LI (Light Industrial)	Warehouse
W LI (Light Industrial)	Office
S LI (Light Industrial)	Screen Printing and Office

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject property is not currently located in the City's jurisdiction.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (LI)	Requested (City CD-C-M)
Max. Density:	N/A	N/A
Typical Uses	Primarily intended to accommodate various agricultural uses and support facilities.	Allows all uses in C-M except Sexually Oriented Businesses; any use with a drive-through facility; and 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

The subject site is partially located (approximately the southwestern 60%) within the Central Business Overlay Zone, which prohibits establishment of new outdoor advertising signs therein.

Environmental/Soils

Water Supply Watershed Site drains to N. Buffalo Creek, Non-watersupply Watershed

Floodplains >2000LF

Streams N/A

Other: Since site is less than 1 acre, site must meet watershed requirements for water quantity control.

Utilities (Availability)

Water available

Sewer available

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

Landscaping and Tree Conservation requirements will apply only to redevelopment, or expansions of use.

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 office 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 Industrial uses (including alley): Vehicular Use Area buffer yard (See below)

Parking Lots:

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

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.

Tree Conservation:

For .64 acres, 1% of parcel size, in the event of redevelopment, or 1% of disturbed area in the event of expansion, to be dedicated in critical root zone for Tree Conservation. If critical root zone of existing trees on the site is less than the amount required, then only the existing critical root zone will be required to dedicated.

Transportation

Street Classification: E Wendover Avenue – Major Thoroughfare.
E Lindsay Street – Minor Thoroughfare.

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

Traffic Counts: E Wendover Avenue AADT = 43,000 vpd (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:	Yes, GTA Route 14 (Bessemer Avenue / Phillips Avenue) is adjacent to subject site, along Lindsay Street.
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 **Mixed Use Commercial**. The requested **CD-C-M (Conditional District – Commercial – Medium)** zoning district, as conditioned, is generally consistent with the **Mixed Use 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

Mixed Use Commercial: This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by “strip” commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner. New “strip” commercial development is discouraged.

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.

Balanced Economic Development: A Strategic Plan for East Greensboro

Retail Opportunities, Summit Gateway: The Summit Gateway, anchored by North East Plaza (Compare Foods) and Summit Shopping Center

(Maxway) retailers should include:

1. Facilitate an expansion of North East Plaza through the assemblage of adjacent property to add an additional anchor tenant.
2. Inquire as to the long term viability of Bob Dunn Hyundai, and a possible relocation West to the adjacent land between Bill Black Chevrolet.

- 3. Redevelop Bob Dunn Hyundai for a possible “Club” retailer such as Sams, BJ Wholesale, or Costco.

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.

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),
- Opportunity Zone Tax Credits (federal), and
- Economic Development Impact Zone 1 (local).

Staff Analysis

The 0.64 acre subject property currently contains warehouse and office space. North of the request are retail sales zoned C-M. East of the request is warehouse space zoned LI. South of the request is screen printing and office space zoned LI. West of the request is an office use zoned LI.

The Comprehensive Plan’s Future Land Use Map designates this area as Mixed Use Commercial. This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. The proposed CD-C-M includes conditions that will limit negative impacts on surrounding properties and the uses allowed with this CD-C-M request are consistent with adjacent C-M and LI zoning.

The request is consistent with 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, 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.

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 **City CD-C-M (Conditional District – Commercial - Medium)** zoning district.