



Z-19-06-005

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

Zoning Commission Hearing Date: June 17, 2019

GENERAL INFORMATION

APPLICANT Marc Isaacson for DR Hunter Hodges on behalf of Karen and Eric Morrison

HEARING TYPE Rezoning Request

REQUEST O (Office) to CD-C-L (Conditional District – Commercial Low)

CONDITIONS

1. All uses permitted in the C-L district except the following: Urban Farms, all Indoor Recreation uses except physical fitness centers, all Outdoor Recreation uses, all Eating and Drinking Establishments, Dry Cleaning Pick-up/Drop-off with Drive-through Facilities, Convenience Stores with Fuel Pumps, and all Light Industrial uses.

LOCATION 1004-1006 Olive Street

PARCEL ID NUMBER(S) 7865716216 and 7865716320

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

TRACT SIZE 0.21 Acres

TOPOGRAPHY Flat

VEGETATION None

SITE DATA

Existing Use

Vacant

	Adjacent Zoning
N	O (Office)
E	O (Office)
W	O (Office)

	Adjacent Land Uses
N	Office use
E	Dentist Office
W	Office use

S O (Office) Single-family dwellings and office uses

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject properties are currently zoned O (Office). They have been since the adoption of the Land Development ordinance in July 2010. Prior to the LDO, the subject properties were zoned GO-M (General Office - Medium).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (O)	Requested (CD-C-L)
Max. Density:	N/A	N/A
Typical Uses	Typical uses in the O district include various office and personal and professional service uses.	All uses permitted in the C-L district except the following: Urban Farms, all Indoor Recreation uses except physical fitness centers, all Outdoor Recreation uses, all Eating and Drinking Establishments, Dry Cleaning Pick-up/Drop-off with Drive-through Facilities, Convenience Stores with Fuel Pumps, and all Light Industrial 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 located within the North Elm Street Visual Corridor Overlay Zone, which prohibits the establishment of new outdoor advertising signs therein.

The subject site is located within the Central Business Overlay Zone, which prohibits the establishment of new outdoor advertising signs therein.

The subject site is partially located (1004 Olive Street only) within the Fisher Park National Register Historic District, which was designated in 1992. From the National Register listing:

“Fisher Park was the first Greensboro suburb planned and developed around a park and one of the earliest park suburbs in North Carolina. Its development--spurred by the railroad and trolley, industrial enterprise, and real estate speculation--charts the hopes of the expanding city in the 1890s and the attainment of those hopes in the teens and twenties. The suburb also established patterns of community planning that were to be followed elsewhere in Greensboro throughout the twentieth century. Home to some of the city's most successful businessmen in the early twentieth century, the district features many of Greensboro's finest Period Revival, Prairie, and Craftsman

style residences; four of its dwellings are individually listed in the National Register for their architectural significance. Its many bungalows, some large, some modest in size, are among the best examples of the style in the city. Three striking religious structures and a number of its dwellings were designed by the most prominent architects working in Greensboro in the first four decades of the century, including Hobart Upjohn, Charles C. Hartmann, and Harry Barton. (Dominant resources in the district deriving their significance from their design, the religious buildings have been included within this nomination under criteria Consideration A.) Little altered over the past fifty years, although now near the city's center rather than at its edge, Fisher Park continues as the best representative of an early middle- and upper-income suburb in Greensboro.

“Fisher Park's growth began with the development plans of Capt. Basil J. Fisher around 1889 and continued until 1941. This period of significance brings it within both of the historic contexts developed in Greensboro's multiple properties documentation form: The Development of the Gate City, 1880-1889, and Modern suburbanization and Industrialization, 1900-1941. The subsections within these historic contexts which cover transportation, early industrialization, institutional growth and, especially, suburbanization, provide the most important contexts for the neighborhood. Always almost exclusively residential, the Fisher Park Historic District largely falls within Property Type 1, which covers single-family residences, Property Type 3 on multiple-family residences, and Property Type 7, which discusses neighborhoods. Property Types 5 and 6, which cover commercial and educational resources, and parks, also provide a background for some of its resources.”

Environmental/Soils

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

Floodplains > 2000LF

Streams N/A

Other: Site is less than 1 acre. Site must address water quantity control.

Utilities (Availability)

Water: Available

Sewer: Available

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

Landscaping and Tree Conservation will only be required in the event of expansion of the existing use or redevelopment of the property.

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 Multi-Family uses: Type B buffer yard, with an average width of 25', a minimum width of 20', and a planting rate of 3 canopy trees, 5 understory trees, and 25 shrubs per 100 l.f.

Adjacent to office or commercial uses: Vehicular Use Area buffer yard (see below) between any parking lot or drive aisle and the adjacent property line, unless conditioned otherwise.

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 .21 acres, 1% of disturbed in critical root zone to be dedicated for Tree Conservation in the case of expansion of use. 1% of parcel size in critical root zone to be dedicated in the case of redevelopment.

Transportation

- Street Classification: Olive Street – Local Street.
Bessemer Avenue – Minor Thoroughfare.
- Site Access: All access(s) must be designed and constructed to the City of Greensboro standards.
- Traffic Counts: None Available.
- 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 frontage of this property.
- Transit in Vicinity: Yes, GTA Route 3 (North Elm Street) is within 900 ft. of subject site, along N. Elm 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-L (Conditional District – Commercial – Low)** 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 Residential**. The requested **CD-C-L (Conditional District – Commercial Low)** zoning, as conditioned, is generally consistent with the **Mixed Use Residential** 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.

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 Residential: This designation applies to neighborhoods or districts where the predominant use is residential and where substantial, compatible local-serving nonresidential uses may be introduced. Such use mixes are typically found in older, in-town neighborhoods that accommodate "corner stores" and other local services, as well as in newly developed traditional neighborhood developments (TNDs). This district is also applied in areas suited to a diverse mix of housing types and densities. Ensuring that buildings are of the appropriate scale and intensity is critical.

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 Fisher Park neighborhood.

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), and
- Economic Development Impact Zone 1 (local).

Staff Analysis

The 0.21 acre subject properties currently contain a vacant structure. North, east and west of the request are office uses, zoned O. South of the request are single-family dwellings and office uses, zoned O.

The Comprehensive Plan's Future Land Use Map currently designates this property as Mixed Use Residential. This designation applies to neighborhoods or districts where the predominant use is residential and where substantial, compatible local-serving nonresidential uses may be introduced.

The proposed CD-C-L request, as conditioned, is limited to uses that are compatible with the surrounding area. 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, 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 **CD-C-L** (Conditional District – Commercial - Low) zoning district.