



Z-19-06-006

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

Zoning Commission Hearing Date: June 17, 2019

GENERAL INFORMATION

APPLICANT	Samet Corporation for Starlight Development Corporation
HEARING TYPE	Rezoning Request
REQUEST	CD-C-H (Conditional District – Commercial High) to CD-C-M (Conditional District – Commercial Medium)
CONDITIONS	1. All uses permitted in the Commercial Medium district, except: animal shelters, cemeteries, sexually oriented businesses, pawn shops, shooting ranges, retail sales and service with drive through facilities, restaurants with drive through facilities, and office uses exceeding 60,000 square feet.
LOCATION	925 and 931 Third Street
PARCEL ID NUMBER(S)	7865927506 and 7875020489
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). 19 notices were mailed to those property owners in the mailing area.
TRACT SIZE	5.33 Acres
TOPOGRAPHY	Flat
VEGETATION	Sparsely wooded

SITE DATA

Existing Use

Vacant

	Adjacent Zoning	Adjacent Land Uses
N	CD-C-H (Conditional District – Commercial - High)	Social service facility and medical office
E	LI (Light Industrial)	Police station
W	LI (Light Industrial)	Open space

S CD-C-H (Conditional District – Commercial - High) Medical office and vacant land

Zoning History

Case #	Date	Request Summary
2989	December, 10, 2001	<p>The subject property is currently zoned CD-C-H (Conditional District – Commercial - High) with the following conditions:</p> <ol style="list-style-type: none"> 1. Left turn movements from Maple Street to Wendover Avenue eastbound will be prohibited. 2. Developer will extend the left turn storage bay on Wendover Avenue at Maple Street so that a total of 400 feet of vehicular storage is provided on Wendover Avenue. 3. Upon approval by GDOT and NCDOT, the developer will install a traffic signal at the intersection of Maple Street and Wendover Avenue. 4. The developer will install left turn and right turn lanes on Yanceyville Street at the proposed driveway location. 5. Dual right turn lanes on Maple Street will be provided at Wendover Avenue. 6. A maximum of two (2) driveways will be allowed on Maple Street. Location of said driveways will be determined as part of site plan approval. 7. Cross access easements shall be provided between parcels. 8. Fifty (50) foot building setback from Meadow Street.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District	Existing (CD-C-H)	Requested (CD-C-M)
Designation:	N/A	N/A
Max. Density:	N/A	N/A
Typical Uses:	Typical uses in the C-H district include a wide range of high intensity retail and service developments meeting the shopping and distributive needs of the community and the region, and some residential uses.	All uses permitted in the Commercial Medium district, except: animal shelters, cemeteries, sexually oriented businesses, pawn shops, shooting ranges, retail sales and service with drive through facilities, restaurants with drive through facilities, and office uses exceeding 60,000 square feet.

**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 N. Buffalo Creek, Non-watersupply Watershed Watershed

Floodplains > 2000LF

Streams N/A

Other: If >1acre is disturbed and the BUA is increased, site must meet current Phase 2 Stormwater requirements, Water Quantity control and Water Quality must be addressed.

Utilities (Availability)

Water: Available

Sewer: 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, office or government facilities 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 5.33 acres, 10% of parcel size in critical root zone to be dedicated for Tree Conservation.

Transportation

Street Classification:	Third Street – Collector Street. Maple Street – Collector Street.
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 15 (Yanceyville Street/Brightwood School Road) is adjacent to subject site, along Third Street.
Traffic Impact Study: (TIS)	No TIS required. Site subject to previous TIA as part of larger development.
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, 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.

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 Cone Mills Community neighborhood, within which the subject site is located.

Staff Analysis

The 5.33 acre subject site currently contains undeveloped land. North of the request contains a social service facility and a medical office building, zoned CD-C-H. South of the request are a medical office and undeveloped land, zoned CD-C-H. West of the subject property is open space, zoned LI.

The Comprehensive Plan’s Future Land Use Map currently designates this property as Mixed Use Commercial. The Mixed Use Commercial 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 request, as conditioned, limits potential negative impacts on 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 Community Facilities goal to provide community facilities, services, and infrastructure in a cost-effective manner to meet citizens’ needs, contribute to quality of life, and support desired land use patterns.

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