



Z-19-07-004

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

Zoning Commission Hearing Date: July 15, 2019

GENERAL INFORMATION

APPLICANT Eric Peterson for First Bank and Tim Cox.

HEARING TYPE Rezoning Request

REQUEST RM-26 (Residential Multi-family- 26) to CB (Central Business)

CONDITIONS N/A

LOCATION 212-214 North Cedar Street

PARCEL ID NUMBER(S) **7864461979 and 7864471075**

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

TRACT SIZE 0.41 Acres

TOPOGRAPHY Flat

VEGETATION Limited

SITE DATA

Existing Use Vacant multi-family dwelling and a parking lot

	Adjacent Zoning	Adjacent Land Uses
N	RM-26 (Residential Multi-family)	Vacant multi-family dwelling
E	O (Office)	Vacant land and a parking lot
W	RM-26 (Residential Multi-family)	Multi-family dwellings
S	CB	Bank

Zoning History

Case #	Date	Request Summary
N/A	N/A	Both properties are currently zoned RM-26 (Residential Multi-family - 26) and have been since the adoption of the Land Development ordinance in July 2010. Prior to the LDO, the subject properties were also zoned RM-26 (Residential Single-family - 26).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (RM-26)	Requested (CB)
Max. Density:	26 dwelling units per acre	N/A
Typical Uses:	Typical uses in the RM-26 district may include multi-family uses.	Primarily intended for application in the central core of the city. The district is established to encourage high intensity, compact urban development.

** 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 property is located in the Residential Mixed Use classification of the Downtown Design Overlay, which has architectural and site requirements and guidelines for new construction and for renovations that affect the first floor façade of the building. Consult the Downtown Design Manual “Process/Guidelines” and “Appendices” for detailed applicable requirements and design guidance.

The subject site is located within the West Friendly Avenue Visual Corridor and the Central Business Overlay Zone, which prohibit establishment of new outdoor advertising signs therein.

Environmental/Soils

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

Floodplains N/A

Streams N/A

Other: Site must meet Stormwater requirements for water quantity control.

Utilities

Potable Water Available

Waste Water Available

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

There are no Landscaping or Tree Conservation Requirements in the CB district.

Transportation

Street Classification: N Cedar Street – Collector Street.
W Friendly Avenue – Major 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 Routes 1 (West Wendover Avenue), 7 (Friendly Avenue), 8 (Battleground Avenue), and 9 are within 300ft of subject site, along Friendly Avenue.

Traffic Impact Study: No.
(TIS)

Street Connectivity: N/A.

Other: Subject site is within 500ft of phase 4 of the Downtown Greenway. Construction of this section is anticipated to begin in 2019/2020.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **CB (Central Business)** 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 **Mixed Use Residential**. Per City Council adopted policy, a GFLUM amendment is not required for rezoning requests that are less than one acre in size, or that do not involve a significant physical change resulting in new or expanded structures. The Growth Strategy map identifies the subject site as being partially located (212 North Cedar Street only) within the Downtown Reinvestment Area.

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.

Land Use Goal 4.2 – Downtown: Promote reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the City while protecting its heritage and historic resources and enhancing its urban character.

Policy 4E: Promote diversification and intensification of Downtown Greensboro.

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.

Reinvestment Area: Reinvestment Areas and Corridors represent priority opportunities for combined public and private sector reinvestment and the application of policies described in Section 4.5.1 (Reinvestment/Infill). More specifically, Reinvestment Areas are neighborhoods and districts within Greensboro’s urban areas that would most benefit from actions to promote compatible infill development and other forms of investment and reinvestment.

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.

Cedar Street / Bellemeade Area Strategic Plan

Goal #1: Stabilize, protect, enhance and complement the existing neighborhood’s character, diversity and appearance.

Goal #2: Encourage appropriate future development of a variety of uses (business, commercial and residential) in the neighborhood.

Goal #4: Create a pedestrian, bicycle, and resident friendly environment in the area that encourages walking to downtown, First Horizon Stadium, universities/colleges, and adjacent neighborhoods.

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 Cedar Street / Bellemeade Area neighborhood, within which the subject site is located.

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).

Staff Analysis

The 0.41 acre subject site is currently a parking lot and a vacant multi-family dwelling. North and west of the request are multi-family uses, zoned RM-26. East of the request is vacant land and a parking lot, zoned O. South of the request is a bank, zoned CB.

The Comprehensive Plan's Future Land Use Map designates this area as Mixed Use Residential. This category applies to neighborhoods or districts where the predominant use is residential and where substantial, compatible local-serving nonresidential uses may be introduced. Under Council adopted policy, sites that are under one acre in size do not require a Comprehensive Plan map amendment.

The rezoning request is consistent with the Comprehensive Plan's Housing and Neighborhoods goal to 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. It is also consistent with the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas.

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 **CB** (Central Business) zoning district.