



Z-19-07-006

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

Zoning Commission Hearing Date: July 15, 2019

GENERAL INFORMATION

APPLICANT	Chad Essick of Pyner Spruill, LLP for Highwoods Realty Limited Partnership
HEARING TYPE	Rezoning Request
REQUEST	CD-BP (Conditional District – Business Park) and BP (Business Park) to CD-LI (Conditional District – Light Industrial)
CONDITIONS	1. All uses permitted in the Light Industrial district except for shooting ranges.
LOCATION	651, 653, 657, 659, 659 rear, 665, 665 Near, and 661 Brigham Road and 7940 Eric Road
PARCEL ID NUMBER(S)	7815386623 and others
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). 18 notices were mailed to those property owners in the mailing area.
TRACT SIZE	80.62 Acres
TOPOGRAPHY	Flat
VEGETATION	Landscaping consistent with an industrial park.

SITE DATA

Existing Use	Industrial Park
Adjacent Zoning	Adjacent Land Uses
N R-3 (Residential Single-family)	Single-family dwellings
E R-3 (Residential Single-family), BP (Business Park), and AG (Agricultural)	NC 68 and Vacant Land
W CD-LI (Conditional District - Light Industrial)	Warehouse and Distribution uses

S AG (Agricultural) Vacant land

Zoning History

Case #	Date	Request Summary
N/A	N/A	A portion of the subject property is currently zoned BP (Business Park) and has been since the adoption of the Land Development ordinance in July 2010. Prior to the LDO the subject properties were zoned CP (Corporate Park).
CD 3400	November 14, 2001	The subject property is currently zoned CD-BP (Conditional District – Business Park) with the following conditions: 1. The property will be developed as a part of Enterprise Park.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (BP)	Existing (CD-BP)	Requested (CD-LI)
Max. Density:	N/A	N/A	N/A
Typical Uses:	Typical uses in the BP district include office, warehousing and assembly uses.	The property must be developed as part of Enterprise Park.	All uses permitted in the Light Industrial district except for shooting ranges.

**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 (651, 655, and 661, and a portion of 657 Brigham Rd.) within the SCOD (Scenic Corridor Overlay District) of NC Highway 68. Consult the Scenic Corridor Overlay Districts Design Manual, for detailed applicable requirements and design guidelines.

Environmental/Soils

Water Supply Watershed Site drains to Upper Randleman Lake, WS-IV Watersupply Watershed, East Fork Deep River sub-basin.

Floodplains N/A

Streams 100ft stream buffer applies to stream onsite.

Other: Site is within the PTI 5 statute mile radius. No new BMP's that hold a normal pool elevation will be allowed without supporting engineer's documentation. Existing BMP is grandfathered from the PTI requirements. Water Quantity

control and Water Quality must be addressed for the entire site. Max. High Density development with sewer is 70%, Low Density is 24%.

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.

Adjacent to Hwy NC 68 right-of-way: 30' wide buffer yard with planting rate of 4 canopy trees, 4 understory trees, and 34 shrubs per 100 l.f.

Buffer Yards:

Adjacent to vacant property: Vehicular Use Area buffer yard (see below) between any parking lot or drive aisle and the adjacent property line.

Adjacent to Light Industrial 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 single family residential: 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.

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 each parcel, 10% of parcel size in critical root zone to be dedicated for Tree Conservation on previously undeveloped or redeveloped parcels. For expansion of use on previously developed parcels, 10% of disturbed area in critical root zone to be dedicated for Tree Conservation.

Transportation

Street Classification:	Brigham Road – Collector Street. Eric Road – Local 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 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 Future Land Use Map of the Western Area Plan designates this location as **Employment Area**. The requested **CD-LI (Conditional District – Light Industrial)** zoning, as conditioned, is generally consistent with the **Employment Area** 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

Employment Area: 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

EA 1: Preserve and market sites for economic development within the Employment Area.

EA 2: Market the Western Area as logistics hub.

EA 3: Support efforts to attract aviation-related industry.

EA 4: Improve the local transportation network within the Employment Area.

Transportation Recommendations

T 1: Integrate the Western Area Land Use and Infrastructure Plan into the Long Range Transportation Plan.

- T 2:** Conduct a detailed analysis of any additional proposed major roads and road widenings beyond the current construction program.
- T 3:** Enhance the internal network of streets.
- T 4:** Encourage transportation improvements that will respect and support the rural ambiance and character of the Western Area.
- T 5:** Support plans for transit along West Market Street.
- 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.
- 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

- GC 1:** Create a southern gateway into the Western Area.
- GC 2:** Enhance the appearance of West Market Street.
- GC 3:** Preserve and enhance the appearance and operation of NC 68 north of Pleasant Ridge Road.

Utilities Recommendations

- U 1:** Support water extension into Service Area C.
- U 2:** Upgrade water pumps due to challenges in peak periods.
- 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.
- U 4:** Encourage coordination among neighboring jurisdictions in the timing and provision of infrastructure.
- 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

- 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.
- 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.
- G 4:** Continually engage surrounding jurisdictions discussions of growth and development.

Cultural & Historic Resources Recommendations

- 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.
- 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 80.62 acre subject site currently contains various warehouse and distribution uses consistent with an industrial park. North of the request contains single-family dwellings, zoned R-3. East of the request is vacant land and right of way for NC Hwy 68, zoned R-3, AG, and BP. South of the request is vacant land, zoned AG. West of the subject property are warehouse and distribution uses, zoned CD-LI.

The Western Area Plan currently designates this property as Employment Area. 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. The Western Area is a prime location for employers to look for assemblages of land to accommodate a large footprint facility. This rezoning request will allow this industrial park to meet demands for increased warehouse space that is not an option with the existing BP zoning.

The proposed CD-LI request, as conditioned, limits potential negative impacts on the surrounding area. The proposed rezoning request supports both the Comprehensive Plan’s Growth at the Fringe goal to provide a development framework for the fringe that guides sound, sustainable patterns of land use and provides for efficient provision of public services and facilities as the City expands 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.

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.