



Z-19-07-009

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

Zoning Commission Hearing Date: July 15, 2019

GENERAL INFORMATION

APPLICANT	City of Greensboro
HEARING TYPE	Original Zoning Request
REQUEST	County CU-HB (Conditional Use – Highway Business) to City LI (Light Industrial).
CONDITIONS	N/A
LOCATION	Portion of Burlington Road, between Willowlake Road and I840
PARCEL ID NUMBER(S)	N/A
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). 12 notices were mailed to those property owners in the mailing area.
TRACT SIZE	.68 Acres
TOPOGRAPHY	Flat (Street)
VEGETATION	None (Street)

SITE DATA

Existing Use	Street Right of Way	
	Adjacent Zoning	Adjacent Land Uses
N	City CD-C-H (Conditional District - Commercial-High)	Convenience Store with Fuel Pumps
E	County CU-HB (Conditional Use Highway Business)	Street Right of Way
W	County CU-HB (Conditional Use Highway Business)	Street Right of Way

S County CU-HB (Conditional Use Highway Business) and HB (Highway Business) Undeveloped

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 (County CU-HB)	Requested (City LI)
Max. Density:	N/A	N/A
Typical Uses	The permitted uses are Convenience Store with Fueling Dispensers, Auto Car Wash (Accessory Use), Restaurant with Drive-thru Window.	Primarily intended to accommodate those retail service and distributive uses which are typically located along thoroughfares.

**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 within the SCOD-2 (Scenic Corridor Overlay District 2) of the Greensboro Urban Loop. Consult the Scenic Corridor Overlay Districts Design Manual, for detailed applicable requirements and design guidelines. As the parcel is not adjacent to the highway right-of-way, SCOD buffer requirements do not apply. Landscaping will be in accordance with Section 30-10. Architectural requirements may apply. Signage and lighting requirements will apply.

Environmental/Soils

Water Supply Watershed Site drains to S. Buffalo Creek, non-watersupply watershed

Floodplains >2000LF

Streams N/A

Other: IF >1acre is disturbed and the BUA is increased, site must meet current Phase 2 requirements. Water Quality and Water Quantity Control must be addressed. The 1yr, 2yr & 10yr 24hr storms must be reduced to pre-development levels.

Utilities (Availability)

Water: Available

Sewer: Available

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

There are no Landscaping or Tree Conservation requirements for street right-of-way.

Transportation

Street Classification: Burlington Road – Major Thoroughfare.

Site Access: N/A.

Traffic Counts: Burlington Road AADT = 30,000 vpd (NCDOT, 2017).

Trip Generation: 24 Hour = 4107, AM Peak Hour = 249, PM Peak Hour = 280.

Sidewalks: N/A

Transit in Vicinity: No.

Traffic Impact Study: No TIS required per TIS Ordinance.
(TIS)

Street Connectivity: N/A.

Other: N/A.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **City LI (Light Industrial)** 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 Corporate Park**. The requested **City LI (Light Industrial)** zoning district, as conditioned, is generally consistent with the **Mixed Use Corporate Park** GFLUM designation. The Growth Strategy Map designates the subject site as being within Growth Tier 1, Current Growth Area (2013 – 2019).

Connections 2025 Written Policies

Land Use Goal 4.3 – Growth at the Fringe: Provide a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects rural character, evidences sound stewardship of the environment, and provides for efficient provision of public services and facilities as the City expands. Development will increase density and mix land uses at a pedestrian scale with sidewalks, bikeways, and where possible, public transit.

Policy 4F: Initiate a fringe area growth management framework comprising the following elements:

- Create a Fringe Area Land Use Plan;
- Establish a “tiered” approach that designates growth areas for staged development, annexation, and extension of public facilities within the water and sewer service boundary;
- Define specific criteria for water and sewer extensions and annexations;
- Initiate designation of the fringe as Greensboro's extraterritorial jurisdiction; and
- Establish a proactive plan to provide infrastructure in advance of development, consistent with the growth “tiers” and Fringe Area Land Use Concept Plan.

Policy 4G: Improve the quality and patterns of development through incentives and regulatory guidelines.

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 Corporate Park: This designation is intended for large tracts of undeveloped land near the City’s fringe that are appropriate for well planned, larger scale business/employment parks with supporting uses such as retail, hotels, and residential. Primary uses such as office, flex office, technology research and development, light manufacturing, distribution, and assembly should be placed in a campus-like or “corporate park” setting with generous, linked open space to maximize value and to promote visual quality and compatibility with the surrounding area. Pedestrian-friendly features such as buildings placed near the street, sidewalks, and trails leading to nearby uses such as retail and housing should be encouraged.

Growth Tier 1, Current Growth Area (2013 – 2019): Where infrastructure systems are in place, can be economically provided and/or will be proactively extended and where continued annexation and consolidation of the City’s development pattern shall be encouraged over the next six years.

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 original zoning 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), and
- Economic Development Impact Zone 2 (local).

Staff Analysis

The .68 acre subject property is currently a portion of Burlington Road. Per N.C.G.S 160A-31(F), property that is owned by a public entity such as the State of North Carolina may be annexed if said property connects other property petitioning for annexation to the City's primary corporate limits. North of the request is a convenience store with fuel pumps and future retail site, zoned City CD-C-H. East, south and west of the request is street right of way and an undeveloped parcel, zoned County CU-HB and County HB.

The subject site is currently located in the County. The Growth Strategy Map designates the subject site as Growth Tier 1, Current Growth Area (2013 – 2019), where infrastructure systems are in place, can be economically provided and/or will be proactively extended. The Planning Board recommended approval of the associated annexation request for this portion of roadway and adjacent private property on June 19, 2019, after concluding this property can be served by required City services.

The Comprehensive Plan's Future Land Use Map currently designates this site as Mixed Use Corporate Park. The Mixed Use Corporate Park designation is intended for large tracts of undeveloped land near the City's fringe that are appropriate for well planned, larger scale business/employment parks with supporting uses such as retail, hotels, and residential. The proposed CD-LI zoning district will provide supporting uses to both existing and planned large scale distribution centers in the surrounding area.

This request is consistent with 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, limits sprawl, protects rural character, evidences sound stewardship of the environment, and provides for efficient provision of public services and facilities as the City expands. It is also consistent with 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.

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 LI (Light Industrial)** zoning district.