



Z-19-08-003

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

Zoning Commission Hearing Date: August 19, 2019

GENERAL INFORMATION

APPLICANT	Technology Row, LLC for David Levy of Penry Crossing, LLC
HEARING TYPE	Rezoning Request
REQUEST	CD-RM-12 (Conditional District – Residential Multi-family – 12) to PUD (Planned Unit Development)
CONDITIONS	<ol style="list-style-type: none">1. Uses limited to a maximum of 120 dwelling units.2. Maximum building height shall not exceed 50 feet.
LOCATION	402-404 Penry Road
PARCEL ID NUMBER(S)	7885631518
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). 40 notices were mailed to those property owners in the mailing area.
TRACT SIZE	6.33 Acres
TOPOGRAPHY	Sloping
VEGETATION	Densely wooded

SITE DATA

Existing Use	Vacant land	
	Adjacent Zoning	Adjacent Land Uses
N	R-5 (Residential-Single Family)	Single-family dwellings
E	CD-LI (Conditional District – Light Industrial)	Warehouse and distribution

S	R-5 (Residential-Single Family) and CD-LI (Conditional District – Light Industrial)	Warehouse and distribution
W	R-5 (Residential-Single Family) PI (Public and Institutional)	Single-family dwellings and GTCC

Zoning History

Case #	Date	Request Summary
3688	September 16, 2008	The subject property was rezoned from RS-9 (Residential Single-family) to CD-RM-12 (Conditional District – Residential Multi-family - 12) with the following conditions: <ol style="list-style-type: none"> 1. Uses: A maximum of 72 multi-family units. 2. All buildings on the property shall be limited in height to two above ground stories. 3. All freestanding exterior lighting shall be directed away from adjoining properties.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (CD-RM-12)	Requested (CD-RM-12)
Max. Density:	72 dwelling units	120 dwelling units
Typical Uses:	Uses limited to a maximum of 72 multi-family units.	Uses are limited to a maximum of 120 dwelling units.

**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 S. Buffalo Creek, Non-Watersupply Watershed

Floodplains ➤ 2000LF

Streams Non-Blue line streams must be identified. If either intermittent or perennial, then a 50ft stream buffer will be required. Provide permits from State and Corps for any wetland disturbance or stream crossing or disturbance.

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.

Utilities (Availability)

Water and Sewer are available

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

Landscaping:

Landscaping will be determined by the Unified Development Plan. Minimum standards will be those set out in Section 30-10 of the development ordinance, and will include street buffer yards, buffer yards between the site and adjacent properties, and parking lot trees.

Tree Conservation:

For 6.33 acres, 10% of parcel size in critical root zone to be dedicated for Tree Conservation.

Transportation

Street Classification: Penry Road – Major Thoroughfare.
E Wendover Avenue – Major Thoroughfare.

Site Access: All access(s) must be designed and constructed to the City of Greensboro standards.

Traffic Counts: Penry Road AADT = 2,700 (NCDOT, 2017).

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 a portion of the frontage of these properties.

Transit in Vicinity: Yes, GTA Route 10 (E Market Street) is adjacent to subject site, along Penry Road.

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 **PUD (Planned Unit Development)** zoning, as conditioned, would allow land uses that are compatible with the general character of the area.

Connections 2025 Comprehensive Plan Policies

The Generalized Land Use Map designates this subject site as **Low Residential (3-5 d.u./acre)** and **Mixed Use / Corporate Park**. The requested **PUD (Planned Unit Development)** zoning district, as conditioned, is generally consistent with the **Low Residential (3-5 d.u./acre)** and **Mixed Use / Corporate Park** future land use designation. The Growth Strategy Map designates the subject site as being within the **East Wendover Avenue Activity Center** 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.

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

Low Residential (3-5 d.u./acre): This category includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within this density range. Although there are some existing residential areas in the City developed

on lots greater than 1/3 acre, future residential developments and "conventional" subdivisions should generally maintain a gross density of no less than three dwellings per acre, except where environmental constraints (e.g., the Watershed Critical Area) prevent such densities from being achieved. Compact developments that include clustered, small lots with substantial retained open space are encouraged.

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.

Activity Center: Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

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 Callum Area neighborhood, within which the subject site is partially (approximately the western 25%) located.

The subject site is located within the area(s) eligible for the following economic development incentive or assistance program(s):

- Opportunity Zone Tax Credits (federal); and
- Economic Development Impact Zone 2 (local).

Staff Analysis

The 6.33 acre subject property is currently vacant. The property is currently zoned CD-RM-12. North of the request are single-family dwellings (zoned R-5). East and South of the request is a warehouse and distribution use, zoned CD-LI and R-5. West of the request are single-family dwellings and a GTCC campus, zoned R-5 and PI.

The Comprehensive Plan's Future Land Use Map currently designates this site as Mixed Use Corporate Park and Low Residential with the majority of the property being 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. 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.

The requested PUD (Planned Unit Development) zoning district includes conditions that limit negative impacts on the surrounding properties. The proposed rezoning request supports both the Comprehensive Plan's Reinvestment/Infill goal to promote sound investment in Greensboro's urban areas and the 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.

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 **PUD** (Planned Unit Development) zoning district.