



PLZ-18-05

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

City Council Hearing Date: April 17, 2018

GENERAL INFORMATION

APPLICANT	Shehzad Quamar representing S&S Holdings of Greensboro, LLC
HEARING TYPE	Rezoning Request
REQUEST	R-5 (Residential Single-family - 5) to C-L (Commercial – Low)
CONDITIONS	N/A
LOCATION	701-705 Martin Street and 604 East Gate City Boulevard
PARCEL ID NUMBER(S)	7864837365, 7864838209, 7864838203, and a portion of 7864838355
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). 107 notices were mailed to those property owners in the mailing area.
TRACT SIZE	0.72 Acres
TOPOGRAPHY	Flat
VEGETATION	Residential

SITE DATA

Existing Use	Single-family dwellings and Convenience Store without fuel pumps
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Adjacent Zoning		Adjacent Land Uses
N	R-5 (Residential Single-Family) CD-O (Conditional District – Office)	Single-family dwellings Vacant
E	R-5 (Residential Single-Family)	Single-family dwellings
W	R-5 (Residential Single-Family)	Single-family dwellings
S	R-5 (Residential Single-Family)	Single-family dwellings

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property is currently zoned R-5 (Residential Single-Family) and has been since the adoption of the Land Development ordinance in July 2010. Prior to the LDO, the subject property was zoned RS-7 (Residential Single-Family).

ZONING DISTRICT STANDARDS**District Summary ***

Zoning District Designation:	Existing (R-5)	Requested (C-L)
Max. Density:	5.0 units per gross acre	N/A
Typical Uses	Primarily intended to accommodate low-density single-family detached residential development.	Typical uses in the C-L district include small-scale retail, service and office uses

**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 located within the Central Business Overlay Zone, which prohibits establishment of new outdoor advertising signs therein.

Environmental/Soils

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

Floodplains <1600LF

Streams N/A

Other: If >1acre is disturbed and the BUA is increased, site must meet Phase 2 requirements – water quality and water quantity control must be addressed.

Utilities (Availability)

Potable Water Available

Waste Water 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 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:

Trees for required parking spaces: 1 canopy tree per 12 spaces, in islands or medians within the parking lot.

Tree Conservation:

For .74 acres, 1% of parcel size in critical root zone to be dedicated for Tree Conservation.

Transportation

Street Classification: E Gate City Boulevard – Major Thoroughfare.
Martin Street – Local Street.

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

Traffic Counts: E Gate City Boulevard AADT = 18,000 (NCDOT, 2016).

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 5 (Gorrell Street) is adjacent to subject site, along E Gate City Boulevard.

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

Street Connectivity: N/A.

Other: Subject site is within 300 ft. of the S Murrow Blvd reconstruction project and associated Downtown Greenway project which will provide pedestrian and bicycle enhancements to the immediate area. Construction to begin in 2018.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **C-L (Commercial – Low)** 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 **Low Residential (3 – 5 d.u./acre)**. The requested **C-L (Commercial – Low)** zoning district is generally inconsistent with the **Low Residential (3 – 5 d.u./acre)** GFLUM designation, however, per City Council adopted policy, a GFLUM amendment is not required for rezoning requests that are less than one acre, or that do not involve a significant physical change resulting in new or expanded structures. The Growth Strategy Map designates the subject site as being within the **South Elm-Eugene Street / Martin Luther King, Jr. Drive 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.

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.

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.

Ole Asheboro Redevelopment Plan

Plan Objectives - The Redevelopment Plan for this area, when carried out as hereinafter delineated, will accomplish the following objectives:

- Eliminate blighting factors;
- Revise land uses; and
- Upgrade certain public improvements.

Plan Goals:

Goal 2 - Provide for a diverse scale of development opportunities.

Goal 3 - Create acceptable, integrated commercial and residential patterns.

Goal 4 - Link the community to surrounding assets, including the institutions, the natural systems, and Downtown Greensboro.

Goal 5 - Develop guidelines for developers, residents, and builders to implement the vision of the neighborhood.

Urban Design & Development Principles:

Principle 2 - Streets should have continuous building frontage with parking located at the rear of the lot or behind buildings. Front yards should be a hallmark of Ole Asheboro houses.

Principle 8 - In order to improve the image of the neighborhood, particular attention should be given to improving the edges of and entrances into Ole Asheboro. In particular, the Bennett Street and Lee Street [now Gate City Boulevard] corridors, as well as the interchange at Martin Luther King, Jr. Drive and Lee Street should be the focus of redevelopment and infrastructure improvements.

Key Elements of the Plan:

A New mixed-use development at Lee Street [now Gate City Boulevard] and along Martin Luther King, Jr. Drive.

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 Ole Asheboro neighborhood, within which the subject site is located.

Based on the proximity of the subject site to the Downtown Greenway, currently under construction, long term safety and accessibility of this commercial site would be greatly enhanced by provision of secure, convenient bicycle parking for use by employees and patrons.

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),
- Historically Under-utilized Business Zone tax credits (federal),
- Urban Development Investment Incentives (local), and
- Economic Development Impact Zone 1 (local).

Staff Analysis

The 0.72-acre subject property is currently a combination of single-family dwellings and a convenience store without fuel pumps. North of the request are single-family dwellings (zoned R-5) and a vacant building (zoned CD-O). East, south, and west of the request are single-family residential dwellings (zoned R-5).

The Comprehensive Plan's Future Land Use Map designates this area as Low Residential. This designation does not directly support rezoning to C-L, however, per City Council adopted policy, a GFLUM amendment is not required for rezoning requests that are less than one acre, or that do not involve a significant physical change resulting in new or expanded structures.

The proposed C-L district generally allows for low intensity shopping and services close to residential areas. While zoning in the immediate vicinity of this request is R-5 (single-family residential) there are a variety of multifamily, office, commercial, and institutional (Bennett College) uses found in relatively close proximity to this request. The rezoning request supports the Comprehensive Plan's 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, including underserved areas such as East Greensboro. The Growth Strategy Map designates the subject site as being within the South Elm-Eugene Street / Martin Luther King, Jr. Drive Reinvestment Area. 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.

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 **C-L** (Commercial Low) zoning district.