



Z-15-03-009

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

City Council Hearing Date: April 21, 2015

GENERAL INFORMATION

APPLICANT	City of Greensboro
HEARING TYPE	Original Zoning Request
REQUEST	(A) NCDOT Right-of-Way: Request from County-GO-M (General Office-Moderate) to City-O (Office) (B) Eastern portion of Railroad Right-of-Way: Request from County-GO-M (General Office-Moderate) to City-O (Office) (C) Western Portion of Railroad Right-of-Way: Request from County-GO-M (General Office-Moderate) to City-O (Office)
CONDITIONS	N/A
LOCATION	NCDOT (West Gate City Boulevard) and Railroad Right-of-Way (north of High Point Road and west of Alamance Road)
PARCEL ID NUMBER(S)	Multiple
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). 139 notices were mailed to those property owners in the mailing area.
TRACT SIZE	~18.68 Acres
TOPOGRAPHY	Primarily flat
VEGETATION	None

SITE DATA

Existing Use	Right-of-Way
Adjacent Zoning	Adjacent Land Uses
N City-O(Office)	Elementary School
E City-O (Office) County-RS-40 (Residential Single-family)	Office space Single family dwellings

W	City-O(Office) County-GO-M (General Office-Moderate)	Office space
S	County-GO-M (General Office-Moderate) County-RS-40 (Residential Single-family)	Nonresidential structures and vacant property Office space

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject property is not currently located in the City’s planning jurisdiction.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (County-GO-M)	Requested (O)
Max. Density:	A maximum density of 12.0 units per acre.	N/A
Typical Uses	Primarily intended to accommodate moderate intensity office and institutional uses, moderate density residential uses and supporting service and retail uses.	Primarily intended to accommodate office, institutional, supporting service and other uses.

**These regulations may not reflect all requirements for all situations; see the City of Greensboro 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.

Environmental/Soils - Site drains to South Buffalo Creek

Water Supply Watershed Site drains to Lower Randleman Watersupply Watershed, Hickory Creek Watershed

Floodplains N/A

Streams N/A

Other: Perennial streams require a 100ft stream buffer measured from top of bank each side. No development is allowed within the entire stream buffer.
Maximum density for site is 50% Built Upon Area (BUA). Density Averaging is available for the site. See Land Development Ordinance (LDO) chapter 30-12-3.11D for Density Averaging

guidelines.

Utilities

Potable Water Water will need to be extended to this site, request a feasibility from Kenny Treadway 336-373-2897, water and sewer flow tracking and conformation is also necessary contact Shane Messer 336-574-3550.

Waste Water Sewer will need to be extended to this site, request a feasibility from Kenny Treadway 336-373-2897, water and sewer flow tracking and conformation is also necessary contact Shane Messer 336-574-3550.

Airport Noise Cone

n/a

Landscaping & Tree Preservation Requirements

Provisions governing landscaping are established by the Unified Development Plan.

Tree conservation is applicable.

Transportation

Street Classification: High Point Road – Major Thoroughfare.
Alamance Road – Collector Street.

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

Traffic Counts: High Point Road ADT = 15,000 (NCDOT, 2011).

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: Yes, GTA Route 11 (High Point Road) is adjacent to subject site, along High Point Road.

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

Street Connectivity: N/A.

Other: Site is within the limits of the NCDOT's High Point Road project that is currently under construction and scheduled to be completed by summer of 2016.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **O (Office)** 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 **O (Office)** zoning district is generally consistent with the current **Mixed Use Corporate Park** GFLUM designation. The Growth Strategy Map also designates the subject site as being partially within the High Point Road / Mackay Road Activity Center.

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.

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 [see also Community Facilities, Services and Infrastructure Policy 9A.1]:

- Create a Fringe Area Land Use Plan in coordination with Guilford County;
- 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 (water, sewer, and roads) 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.

Community Facilities, Services, and Infrastructure, Goal 9: 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.

Policy 9A: Proactively target infrastructure (water/sewer) extensions to support desired land use patterns.

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.

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

Consolidated Plan 2010-2014: Plan for a Resilient Community

Principle 1 – Provide More Transportation Options:

Goal A: Promote transportation and development patterns and types that contribute to decreased household transportation costs.

Goal B: Improve access to destinations, especially via alternate modes (public transit, walking, and bicycling); including the critical first and last miles of journeys.

Goal C: Improve the safety of transportation systems and facilities, especially for vulnerable transportation users (children, seniors, handicapped adults, pedestrians,

bicyclists).

Principle 3 – Enhance Economic Competitiveness:

Goal E: Focus on energy efficiency as an economic generator for small business development.

Principle 6 – Value Communities and Neighborhoods:

Goal A: Promote coordinated transportation and land use decisions for broader livability throughout Greensboro.

Goal E: Work at the neighborhood level to reconnect neighborhoods to jobs and services, promote "Desirable Infill Development" and redevelop major corridors to strengthen adjacent neighborhoods.

Principle 7 – Recognize the Environment as a Critical Element of Community

Sustainability:

Goal A: Promote more efficient land development patterns.

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 adjacent Adams Farm, Pilot Ridge, and Sedgfield neighborhoods.

Staff Analysis

This 18.4 acre subject property is currently dedicated right-of-way. North of the request is

Pilot Elementary School (City-O). South and east of the request are single family dwellings (County-RS-40). Single family dwellings and office space are located west of the request (zoned both County-RS-40 and County-CU-GO-M).

The Generalized Future Land Use Map designates this site as 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.

The City-O request is consistent with the land uses established in close proximity and the use of the property as right-of-way is compatible with existing adjacent development. The proposed request supports 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.

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-O (Office)** zoning district.