



PLZ-19-10

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

City Council Hearing Date: April 16, 2019

GENERAL INFORMATION

APPLICANT	Wynnefield Properties, Inc., on behalf of Abram and Clara Green
HEARING TYPE	Rezoning Request
REQUEST	CD-RM-18 (Residential Multifamily – 18) and R-3 (Residential Single Family - 3) to CD-RM-18 (Residential Multifamily – 18)
CONDITIONS	<ol style="list-style-type: none">1. Uses limited to a maximum 60 multifamily dwelling units.2. Buildings shall not exceed 60 feet in height.
LOCATION	449-451 Guilford College Road
PARCEL ID NUMBER(S)	7834341620 and 7834340357
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). 13 notices were mailed to those property owners in the mailing area.
TRACT SIZE	3.46 Acres
TOPOGRAPHY	Undulating
VEGETATION	Partially wooded

SITE DATA

Existing Use	Undeveloped
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Adjacent Zoning

Adjacent Land Uses

N	CD-RM-12 (Conditional District Residential Multifamily)	Multifamily dwellings
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E	CD-RM-12 (Conditional District – Residential Multifamily)	Multifamily dwellings
W	RM-12 (Residential Multifamily)	Multifamily dwellings
S	R-3 (Residential Single Family)	Street Right of Way

Zoning History

Case #	Date	Request Summary
3743	November 9, 2009	The property was rezoned from RS-12 to CD-RM-18 with the following conditions: 1. Uses: Limited to multifamily dwellings with a maximum density of 13 dwelling units per acre.

ZONING DISTRICT STANDARDS**District Summary ***

Zoning District Designation:	Existing (CD-RM-18)	Existing (R-3)	Requested (CD-RM-18)
Max. Density:	13 dwelling units per acre	3 dwelling units per acre	Maximum 60 dwelling units
Typical Uses	Conditioned to allow multifamily dwellings at a maximum density of 13 dwelling units per acre.	Single family residential dwellings with maximum density of 3 dwelling units per acre	Conditioned to allow a maximum of 60 multifamily 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	Onsite. Any disturbance within the FEMA 1% Special Flood Hazard Area requires a Floodplain Development Permit.
Streams	Blue Line stream is on site. A 50ft stream buffer measured from top of bank on each side is required. Any disturbance within the stream buffer will require a letter of 'No Practical Alternative' explaining why the disturbance must take place within the stream buffer. Any stream crossing requires permits from the State & Corps.
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.

Existing BUA on site is grandfathered. Any new structures within the FEMA 1% Special Flood Hazard Area must meet current FEMA requirements. Building must be either elevated to 1ft above the BFE or must be flood proofed. An Elevation Certificate will be required at footing/foundation stage and at final construction. Existing BUA on site is grandfathered.

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.

Buffer Yards:

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

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 2.91 acres, 5% of parcel size to be dedicated in critical root zone.

Transportation

Street Classification: Guilford College Road – Major Thoroughfare.
Bridford Parkway – Minor Thoroughfare.

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

Traffic Counts: Guilford College Road AADT = 23,000 (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 the frontage of this property.
Transit in Vicinity:	Yes, GTA Route 9 (West Market Street) is adjacent to subject property, along Guilford College Road.
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-RM-18 (Conditional District Residential Multifamily - 18)** 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 **Moderate Residential, (5-12 d.u./acre)**. The requested **CD-RM-18 (Conditional District Residential Multifamily)** zoning district, as conditioned, is generally inconsistent with the **Moderate Residential, (5-12 d.u./acre)** GFLUM designation, however the applicant has concurrently submitted a request (CP 19-01) to amend the GFLUM designation on the subject site to **High Residential (over 12 d.u./acre)** which, if approved, would resolve this inconsistency.

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

Moderate Residential (5-12 d.u./acre): This category accommodates housing types ranging from small-lot, single-family detached and attached single-family dwellings such as townhomes to moderate density, low-rise apartment dwellings.

High Residential (over 12 d.u./acre): This category provides for high-density apartment dwellings, condominiums, life care, and similar housing types. Creating opportunities for this type of housing will become increasingly important to respond to demographic shifts and demand for affordable housing, and it is ideally suited near major activity and employment centers and in areas suitable for future transit service. Within this district, office buildings may also be accommodated.

Comprehensive Plan Amendment History

Case #	Date	Request Summary
n/a	n/a	

Applicant Stated Reasons for Request

"Our request to amend the map designation for this property is needed due to density requirements. The current density on the property is limited to 12 units an acre or less. Our plan which consist of a single building multifamily development is proposed at 56 units taking the density to roughly 15.64 units an acre. Due to the Moderate Residential requirements our proposed project would not be compatible without this request being approved and amended. We are also rezoning the property from CU-RM-18 to CU-RM-18 to update the conditions on the property which would also allow the proposed 56 unit multifamily development."

Explain in detail the conditions that you think may warrant a Plan Amendment – Per Applicant and Application

"We respectfully request this request be considered for approval to allow for the multifamily development we are proposing. With this map amendment we would be able to serve the citizens of Greensboro and Guilford County while providing a high caliber multifamily product to add to the area. The area is consistent with our request considering the other multifamily developments both adjacent to and within close proximity of our site. Greensboro is continuing to grow and this particular area of town has seen continued growth and stability with higher density neighborhoods and developments. The site is within close proximity to life amenities (grocery stores, pharmacies, doctors' offices, shopping, etc.) as well as a GTA bus stop in front of the property."

COMPREHENSIVE PLAN POLICY ANALYSIS

Need for Proposed Change

The requested **CD-RM-18 (Conditional District – Residential, Multi-Family – 18 du/ac)** zoning district, as conditioned, would allow uses that are incompatible with the subject site's current designation in the GFLUM as **Moderate Residential (5-12 d.u./acre)**. If approved, the requested GFLUM amendment (**CP 19-01**) to **High Residential (over 12 d.u./acre)** would resolve this inconsistency.

Effect of the proposed Change on the Need for City Services and Facilities (e.g. roadway level of service).

n/a

Implications, if any, the Amendment may have for Other Parts of the Plan

n/a

Unforeseen Circumstances or the Emergence of New Information (e.g. significant economic opportunity in Tier 2 or 3)

n/a

PLANNING BOARD COMMENTS

The Planning Board reviewed the GLFUM amendment request **CP 19-01** associated with this rezoning request during its meeting on February 20, 2019. Planning Board members stated that the requested change makes sense considering the other nearby apartment communities and the residential feel in the area. Members also stated concern for ensuring appropriate buffering and transitions between the proposed density on the subject site and the lower density residential development on surrounding properties. The Planning Board also noted the importance of providing affordable housing options in the area. Members noted that the capacity of the street network in this area appears sufficient to handle the additional traffic generated by the proposed development.

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 Friendswood neighborhood, within which the subject site is located.

Staff Analysis

The 3.46 acre subject property is currently undeveloped. North, east and west of the request are multifamily dwellings zoned RM-12 and CD-RM-12. South of the request is undeveloped land and right of way for Bridford Parkway, zoned R-3.

The Comprehensive Plan's Future Land Use Map currently designates this property as Moderate Residential. This designation accommodates housing types ranging from small-lot, single-family detached and attached single-family dwellings such as townhomes to moderate density, low-rise apartment dwellings. As part of this request the applicant has also requested a change to the High Residential future land use designation. The High Residential designation provides for high-density apartment dwellings, condominiums, life care, and similar housing types.

The proposed CD-RM-26 request, as conditioned, limits development to a maximum of 60 multifamily dwelling units. This is generally consistent and compatible with the adjacent multifamily developments to the immediate north and west. The subject property is also located along a major thoroughfare (Guilford College Road) and touches another thoroughfare at Bridford Parkway. 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 **CD-RM-18** (Conditional District Residential Multifamily) zoning district.