



PLZ-20-18

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

City Council Hearing Date: July 21, 2020

GENERAL INFORMATION

APPLICANT	Cranford Jones for DOTAC, LLC
HEARING TYPE	Rezoning Request
REQUEST	LI (Light Industrial) to CD-R-7 (Conditional District – Residential Single-family - 7)
CONDITIONS	1. Limited to a density of 5 single-family dwelling units per acre.
LOCATION	321 Murraylane Road
PARCEL ID NUMBER(S)	7884496806
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). 50 notices were mailed to those property owners in the mailing area.
TRACT SIZE	13.3 Acres
TOPOGRAPHY	Flat
VEGETATION	Wooded

SITE DATA

Existing Use

Undeveloped

Adjacent Zoning

Adjacent Land Uses

N	HI (Heavy Industrial)	Auto Salvage Yard
E	HI (Heavy Industrial)	Auto Salvage Yard
W	R-5 (Residential Single Family -5)	Single Family Dwellings
S	R-5 (Residential Single Family -5)	Single Family Dwellings

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject property is currently zoned Li (Light Industrial). This has been the zoning on the property since the adoption of the Land Development Ordinance (LDO) in July 2010. Prior to the adoption of the LDO, the property was zoned LI (Light Industrial).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (LI)	Requested (CD-R-7)
Max. Density:	N/A	Limited to maximum of 5 dwelling units/acre
Typical Uses	Primarily intended to accommodate a wide range warehouse, distribution, office and light manufacturing and assembly uses.	Primarily intended to accommodate moderate intensity single family residential 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 not located in an overlay zoning district.

The subject site is not:

- Located in a City of Greensboro Historic District or Heritage Community
- Designated as a Guilford County Landmark Property
- Recognized as a State of North Carolina Historic Site
- Listed in the National Register of Historic Places
- Located in a National Register Historic District

Environmental/Soils

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

Floodplains N/A

Streams Possible stream feature is onsite and must be identified. If stream feature is intermittent or perennial, a 50ft stream buffer measured from top of bank on each side is required.

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)

Water and sewer are available.

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

There are no landscaping or Tree Conservation requirements for single-family residential development.

Transportation

Street Classification: Murraylane Road – Local Street.
Maybrook Drive – Local Street.

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

Traffic Counts: None available.

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: 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 **CD-R-7 (Conditional District – Residential, Single Family – 7 du/ac)** zoning district, 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 **Mixed Use Corporate Park**. The requested **CD-LI (Conditional District – Light Industrial)** zoning district, as conditioned, would allow uses that do not generally fit the definition of the **Mixed Use Corporate Park** future land use designation, however the applicant has concurrently submitted a request (CP 20-12) to amend the GFLUM designation on the subject site to **Low Residential (3-5 d.u./acre)**. The requested amendment, if approved, would ensure an appropriate connection between future land use designation and zoning. The Growth Strategy Map designates the subject site as being within

the East Wendover Avenue/Burlington Road Activity Center. The Growth Strategy Map designates the subject site as being partially (northern edge) within the East Market Street Reinvestment Corridor.

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.

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.

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.

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.

Reinvestment Corridor: 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 Corridors are older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods.

Comprehensive Plan Amendment History

Case #	Date	Request Summary
n/a	n/a	n/a

Applicant Stated Reasons for Request

“We hope to develop a single-family residential subdivision with ingress and egress on Murraylane Rd. The property backs up to an auto parts salvage business to the north and east but the only access is from Murraylane Rd which is all single-family residential. Residential is the only use that would be in keeping with the existing neighborhood. We are also requesting a zoning change from LI to CD-R-7.”

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

“This property is located at the western edge of a large area classified as mixed use corporate park where it interfaces with an elementary and middle school in an institutional classification. The two main north-south streets, Murraylane Rd and O’Ferrell St, are already primarily single-family. The prospects of using this property as currently classified, light industrial corporate park, with the only access being through a residential neighborhood is not in keeping with the single-family character. This property has been listed for sale as a light industrial site for more than decade with no interest from commercial developers.”

COMPREHENSIVE PLAN POLICY ANALYSIS

Need for Proposed Change

The requested **CD-R-7 (Conditional District – Residential, Single Family – 7 du/ac)** zoning, as conditioned, would allow uses that do not fit the general definition of the subject site’s current GFLUM designation as **Mixed Use Corporate Park**. If approved, the requested GFLUM amendment to **Low Residential (3-5 d.u./acre)** would eliminate this potential mismatch between future land use designation and zoning.

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 20-12**) associated with this rezoning request during its meeting on May 20, 2020. Planning Board members expressed concern about the environmental safety of placing residential development adjacent to a salvage yard. The Board stated that they do want to see more single family residential development, especially lower density, in this part of the city, but that location of this request appears to be inappropriate for residential. The Board noted that developing the site in a manner that mitigated the negative environmental issues would be a challenge. If those issues are not properly mitigated, they could cause harm to the residents of these proposed dwellings and could become sources of deterioration and blight if they are found to be unsafe for occupancy. Board members stressed that this request demands attention to detail in order to ensure that public health and safety are adequately considered. The Board stated that the proposed use does not appear to be appropriate for the location.

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.

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 13.3 acre subject property is currently undeveloped. North and east of the request is an auto salvage yard, zoned HI with a Special Use Permit. South and west of the request are single family dwellings zoned R-5.

The Comprehensive Plan's Future Land Use Map currently designates this area as Mixed Use Corporate Park. As part of this request the applicant has requested a change to the Low Residential designation. This designation includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within a general density range of 3-5 dwelling units/acre.

The proposed CD-R-7 zoning request is conditioned to the same density as adjacent residential areas, while allowing for additional site development flexibility through smaller minimum lot sizes. This is especially important to allow for appropriate buffering and placement of new residential dwellings to limit potential impacts from the adjacent auto salvage facility to the north and east of the site. Additionally while the City is actively encouraging the preservation of industrial zoned land, this specific site is not readily usable for industrial uses given the limited site access running through low intensity residential areas. Given these constraints new residential development, with appropriate buffering from the adjacent heavy industrial use, appears to be appropriate for this property.

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.

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 **CD-R-7 (Conditional District Residential Single Family -7)** zoning district.