



PLZ-20-19

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

City Council Hearing Date: July 21, 2020

GENERAL INFORMATION

APPLICANT	Robert Russell for Jack Wright of Black Rhino Capital Group, LLC
HEARING TYPE	Rezoning Request
REQUEST	R-3 (Residential Single-family - 3) to CD-RM-8 (Conditional District – Residential Multi-family - 8)
CONDITIONS	1. No driveway entrance on North Elm Street.
LOCATION	2400 North Elm Street
PARCEL ID NUMBER(S)	7865695528
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). 44 notices were mailed to those property owners in the mailing area.
TRACT SIZE	0.68 Acres
TOPOGRAPHY	Generally flat
VEGETATION	Cleared

SITE DATA

Existing Use	Single-family Dwelling	
	Adjacent Zoning	Adjacent Land Uses
N	R-3 (Residential Single-family - 3)	Buffalo Lake
E	R-3 (Residential Single-family – 3)	Swim and tennis club
W	R-3 (Residential Single-family – 3)	Single-family dwellings
S	R-3 (Residential Single-family – 3)	Single-family dwellings

Zoning History

Case #	Date	Request Summary
N/A	N/A	The property is currently zoned R-3 (Residential Single-family - 3) and has been since the adoption of the Land Development ordinance in July 2010. Prior to the LDO, the subject property was zoned RS-12 (Residential Single-family).

ZONING DISTRICT STANDARDS**District Summary ***

Zoning District Designation:	Existing (R-3)	Requested (CD-RM-8)
Max. Density:	3 dwelling units per acre	8 dwelling units per acre
Typical Uses	Primarily intended to accommodate low-density single-family detached residential development of up to 3 dwelling units per acre.	Primarily intended to accommodate moderate density multi-family residential development of up to 8 dwelling units per acre.

**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 North Elm Street Visual Corridor Overlay Zone and the Cone Boulevard Overlay Zone, both of which prohibit establishment of new outdoor advertising signs therein.

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 North Buffalo Creek, Philadelphia Lake, Non-watersupply watershed
Floodplains	N/A
Streams	N/A
Other:	Since site is less than 1 acre, Water Quantity Control must be addressed for Stormwater Watershed requirements for the entire lot.

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 Outdoor Recreation (swim and tennis club): Type a buffer yard, with an average width of 45', a minimum width of 35', and a planting rate of 4 canopy trees, 10 understory trees, and 33 shrubs per 100 linear feet.

Parking Lots:

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

Tree Conservation:

For .68 acres, 1% of parcel size to be dedicated in critical root zone for Tree Conservation.

Transportation

Street Classification: N Elm Street – Major Thoroughfare.
Cone Boulevard – Major Thoroughfare.
E Rockford Road – Local Street.

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

Traffic Counts: N Elm Street AADT = 1,900 vpd (NCDOT, 2018).

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 Cone Boulevard frontage of this property.

Transit in Vicinity: Yes, GTA Route 3 (North Elm Street) is within 0.60 miles of subject site, along N. Church Street.

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-RM-8 (Conditional District – Residential, Multi-Family – 8 du/ac)** 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)** and **High Residential (over 12 d.u./acre)**. The requested **CD-RM-8 (Conditional District – Residential, Multi-Family – 8 du/ac)** zoning, as conditioned, would allow uses that do not fit the definitions of the **Low Residential (3-5 d.u./acre)** and **High Residential (over 12 d.u./acre)** GFLUM designations, 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.

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

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.

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.

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 Old Irving Park Neighborhood (the boundaries of which, as identified by said neighborhood, the subject site is located within).

Staff Analysis

The 0.68 acre subject property currently contains a single-family dwelling. North of the request is Buffalo Lake, zoned R-3. East of the request is a swim and tennis club, zoned R-3. South and west of the request are single-family dwellings, zoned R-3.

The Comprehensive Plan's Future Land Use Map currently designates this property as Low Residential and High Residential. The Low Residential designation includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated a density range of 3-5 dwellings units per acre. The High Residential designation provides for high-density apartment dwellings, condominiums, life care, and similar housing types at a density of over 12 units per acre. Per City Council adopted policy, a GFLUM amendment is not required for rezoning requests that are less than one acre in size.

The proposed CD-RM-8 request, as conditioned, limits access to Rockford Road which helps to limit negative impacts on the surrounding neighborhood. 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-8** (Conditional District Residential Multifamily - 8) zoning district.