



PLZ-20-23

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

City Council Hearing Date: September 15, 2020

GENERAL INFORMATION

APPLICANT	Tom Terrell for Marshall-Smith Partners, LLC on behalf of Ashley Bradford Atkins, Glenn T. Atkins, and Alan Scott Atkins
HEARING TYPE	Original Zoning Request
REQUEST	County AG (Agricultural) to CD-RM-18 (Conditional District - Residential Multi-family - 18)
CONDITIONS	1. The property shall be limited to residential uses.
LOCATION	A portion of 107 Marshall Smith Road and 120 Marshall Smith Road
PARCEL ID NUMBER(S)	7805797617 and 7805785968
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). 24 notices were mailed to those property owners in the mailing area.
TRACT SIZE	39.98 acres
TOPOGRAPHY	Slopes towards the back
VEGETATION	Wooded

SITE DATA

	Existing Use	Vacant land
	Adjacent Zoning	Adjacent Land Uses
N	County PI (Public and Institutional) and County AG (Agricultural)	Undeveloped land and a Single-family dwelling
E	County PI (Public and Institutional) and City PI (Public and Institutional)	Undeveloped land and a Religious Assembly Use

S	County AG (Agricultural)	Contractor's Yard and a Single-family dwelling
W	County AG (Agricultural)	Single-family dwellings and Agricultural uses

Zoning History

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

ZONING DISTRICT STANDARDS**Existing District Summaries**

Zoning District Designation:	Existing County AG	Requested City CD-RM-18
Max. Density:	1 dwellings per acre	Up to 18 dwellings per acre
Typical Uses	Accommodates uses of an agricultural nature, including farm residences and farm tenant housing. It also accommodates scattered non-farm residences on large tracts of land.	The property shall be limited to 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 within 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 Greensboro Watersupply Watershed WS-III, Upper Reedy Fork Creek

Floodplains >2000

Streams Possible stream features onsite that must be identified. Streams onsite have a 50ft stream buffer measured from top of bank on each side. No new BUA is allowed within the entire 50ft stream buffer.

Other: Site must meet current watershed requirements, water quality and water quantity control must be addressed. Max. BUA for High Density with sewer is 70%, Low

Density is 24%. Site is within the PTI 5 statute mile radius and therefore no BMP/SCM that holds a normal pool elevation can be utilized without engineering documentation. State and Corps permits are required for any stream crossing or wetland disturbance.

Utilities (Availability)

Request a water and sewer feasibility from Kenny Treadway 336-373-2055

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 uses, institutional uses, and forestry and crops uses: Type C buffer yard, with an average width of 15', a minimum width of 10', and a planting rate of 2 canopy trees, 3 understory trees, and 17 shrubs per 100 l.f.

Adjacent to vacant land: Vehicular Use Area buffer yard (see Parking Lots, below).

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 39.98 acres, 10% of parcel size to be dedicated in critical root zone for Tree Conservation

Transportation

Street Classification: Marshall Smith Road – Collector Street.
West Market Street – Major Thoroughfare.

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

Traffic Counts: Marshall Smith Road AADT = 1,700 vpd (NCDOT, 2018).

Trip Generation: 24 hour = 4,496: AM Peak hour = 262, PM Peak hour = 291.

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: (TIS)	Yes, required per TIS Ordinance. Please see the end of this staff report for the Executive Summary of the DRAFT TIS .
Street Connectivity:	N/A.
Other:	N/A.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **City CD-RM-18 (Conditional District – Residential, Multi-Family – 18 du/ac)** zoning district, as conditioned, would allow land uses that are compatible with the general character of the area.

GSO 2040 Comprehensive Plan Policies

The Western Area Plan Future Land Use Map designates this location as **Residential Area**. The requested **City CD-RM-18 (Conditional District – Residential, Multi-Family – 18 du/ac)** zoning district, as conditioned, would allow uses that are generally consistent with the **Residential Area** Future Land Use designation. The Future Built Form Map designates the subject site as **Urban General** and indicates that the subject site is located within **Growth Tier 1**.

GSO 2040 Written Policies

Filling In Our Framework, Goal A – Greensboro is recognized and admired for its attractive, walkable and compact mixed-use activity centers where people live, work and enjoy life.

Strategy 1 – Encourage higher density, mixed-use, walkable infill development.

Strategy 2 – Ensure mixed use projects both strengthen and add value to the Community.

Creating Great Places, Goal A – Greensboro's citywide network of unique neighborhoods offer residents of all walks of life a variety of quality housing choices.

Strategy 2 – Meet housing needs and desires with a sufficient and diverse supply of housing products, prices and locations.

Becoming Car Optional, Goal A – Greensboro has unrivaled pedestrian, biking, transit and road networks that provide safe, comfortable, and convenient transportation options.

Strategy 2 – Encourage new development that is compatible with the intended use of the adjacent roadway.

Prioritizing Sustainability, Goal A – Greensboro advances environmental stewardship, taking care of our natural resources and the natural systems that support all living things.

Strategy 1 – Promote resilient, efficient and environmentally beneficial patterns of land use.

Prioritizing Sustainability, Goal B – Greensboro embraces social equity, ensuring all residents benefit from fair and just treatment in the distribution of public services and have a voice in governance.

Strategy 3 – Promote a just, ethical, and respectful community.

Prioritizing Sustainability, Goal C – Greensboro builds economic resilience, expanding the local economy's ability to withstand and adjust to disruptions and changes at the regional, national and global scales.

Strategy 1 – Consider the impact that growth and development patterns and infrastructure investments have on the City's fiscal health.

Building Community Connections, Goal E – Everyone does their part to maintain stable, attractive, and healthy places to live and raise families.

Strategy 1 – Build upon successful community initiatives to improve housing conditions while encouraging community involvement and participation.

GSO 2040 Map Policies

Western Area Plan

Residential Area: New development should be compatible to existing residential neighborhoods and respectful of existing agricultural and historic properties. Less intense development patterns, similar to what exists today in the Western Area, are appropriate in the rural residential areas of the plan. Conservation subdivisions are one common method developers can use to preserve critical resources while providing a home product demanded by the market.

Future Built Form Map

Urban General should reflect these characteristics:

1. Setbacks, building orientation, building materials, height, and scale of residential buildings are considered within the existing neighborhood context.
2. New housing helps increase the range of choice, supply, and adds additional appropriately-scaled density with: Missing Middle housing; mid-rise multi-family; and high-rise multi-family in Activity Centers and along Mixed-Use Corridors.
3. Transitions between neighborhoods and different land uses provide continuity in scale, density, intensity with adjacent uses.
4. Cut-through traffic is minimized.
5. New freestanding or expanded business areas are created within or adjoining an existing Activity Center or as part of creating a new Activity Center.
6. Exterior building materials are durable, sustainable, and contribute positively to the character of the public realm.
7. The size and impact of surface parking lots is minimized through landscaping, screening, narrow curb-cuts, and use of glare-free, no-spill lighting.
8. New sidewalks contribute to the completion of a sidewalk network.

Growth Tier 1: This is the area where the City is currently able to provide all City services including water and sewer service based on the location of existing infrastructure such as roads, fire stations, and water and sewer pipes. Before connecting to water or sewer service, property located within Growth Tier 1 will be annexed into the City. All projects that connect to City water and sewer will be required to comply with the City's Comprehensive Plan and land development regulations.

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.

Western Area Plan**Residential Area Recommendations**

Recommendation R-1) New housing development should continue in a development pattern that is respectful of existing neighborhoods as well as natural, agricultural, historic, and cultural resources.

Recommendation R-2) Continue a less intense development pattern in the rural areas.

Transportation Recommendations

Recommendation T-1) Integrate the Western Area Land Use and Infrastructure Plan into the Long Range Transportation Plan.

Recommendation T-2) Conduct a detailed analysis of any additional proposed major roads and road widenings beyond the current construction program.

Recommendation T-3) Enhance the internal network of streets.

Recommendation T-4) Encourage transportation improvements that will respect and support the rural ambiance and character of the Western Area.

Recommendation T-5) Support plans for transit along West Market Street.

Recommendation T-6) Develop and implement ongoing, coordinated regional congestion management and operations processes (including Intelligent Transportation System elements and Transportation Demand Management strategies) to maximize the efficient use of existing and planned infrastructure.

Recommendation T-7) Maintain close coordination with the planning activities of the Piedmont Triad International Airport Authority for the airport and ancillary development.

Gateways & Corridors Recommendations

Recommendation GC-1) Create a southern gateway into the Western Area.

Recommendation GC-2) Enhance the appearance of West Market Street.

Recommendation GC-3) Preserve and enhance the appearance and operation of NC 68 north of Pleasant Ridge Road.

Utilities Recommendations

Recommendation U-1) Support water extension into Service Area C.

Recommendation U-2) Upgrade water pumps due to challenges in peak periods.

Recommendation U-3) Delay sewer service to basin north of West Market Street and west of Pleasant Ridge Road (Service Area C) to preserve rural and agricultural character.

Recommendation U-4) Encourage coordination among neighboring jurisdictions in the timing and provision of infrastructure.

Recommendation U-5) Work closely with Guilford County, High Point and Kernersville to track infrastructure upgrades, existing and proposed distribution lines and available capacities for water and wastewater facilities.

Governance Recommendations

Recommendation G-1) Work closely and cooperatively with the municipalities in and jurisdictions of Guilford and Forsyth Counties so that development can be guided towards areas planned for urban and suburban development and away from areas with valued environmental or rural qualities.

Recommendation G-3) Establish a Western Area Plan community support committee to shepherd the Western Area Plan through the adoption process at both the City and County level.

Recommendation G-4) Continually engage surrounding jurisdictions discussions of growth and development.

Cultural & Historic Resources Recommendations

Recommendation CHR-1) Raise awareness of existing historic and cultural resources and encourage the preservation of such resources that contribute to the character of the area.

Recommendation CHR-2) Consider creating a Preservation Plan for the Western Area that takes into consideration the important cultural and environmental resources worthy of preservation.

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.

Staff Analysis

The subject property contains approximately 39.98 acres and is currently undeveloped. North of the request is undeveloped land and a single-family dwelling, zoned County PI and County AG. East of the request is undeveloped land and a religious assembly use, zoned County PI and City PI. South of the request is a contractor's yard and single-family dwelling, zoned County AG. West of the request are single-family dwellings and agricultural uses, zoned County AG.

The subject site is currently located in the County. The Growth Strategy Map designates the subject site as Growth Tier 1, Current Growth Area (2013 – 2019), where infrastructure systems are in place, can be economically provided and/or will be proactively extended. All City service providers concluded that this property could be served by required City services.

The subject property is designated as Residential within the adopted Western Area Plan. The Residential designation supports additional residential development that should be compatible to existing residential neighborhoods and respectful of existing agricultural and historic properties.

The Comprehensive Plan's Future Built Form Map currently designates this property as Urban General. Applicable characteristics of the Urban General classification include, but are not limited to the following:

1. Setbacks, building orientation, building materials, height, and scale of residential buildings are considered within the existing neighborhood context.
2. New housing helps increase the range of choice, supply, and adds additional appropriately-scaled density with: Missing Middle housing; mid-rise multi-family; and high-rise multi-family in Activity Centers and along Mixed-Use Corridors.
3. Transitions between neighborhoods and different land uses provide continuity in scale, density, intensity with adjacent uses.

The proposed CD-RM-18 request, as conditioned, limits uses to only residential uses. Allowing greater intensity residential development in close proximity to the commercial and industrially zoned properties along West Market Street, furthers the overall goals of the Western Area Plan to protect existing residential and agricultural areas located to the west and north of this site. This request does support the Comprehensive Plan's Filling in our Framework and Creating Great Place Big Ideas by allowing for increased residential density that supports nearby industrial and commercial development and expands the supply of different housing products in this area.

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 CD-RM-18 (Conditional District - Residential Multifamily - 18)** zoning districts.

DRAFT Traffic Impact Analysis

EXECUTIVE SUMMARY

This transportation impact study was performed to determine the potential impact to the transportation system caused by the additional traffic generated by the proposed development that is to be located north of W. Market Street at 107 and 120 Marshall Smith Road in Colfax, North Carolina. It is understood that the site could consist of up to 600 multi-family dwelling units and is assumed to be built out by the year 2023. In addition to site generated traffic, the study also considered the impact of background traffic growth within the study area. Access to the site is proposed to be provided via two (2) new full access connections on Marshall Smith Road located approximately 750 feet and 1,700 feet north of W. Market Street, respectively.

On a typical weekday, it is estimated that the proposed development will generate 262 trips (60 entering and 202 exiting) during the AM peak hour and 291 trips (183 entering and 108 exiting) during the PM peak hour.

The purpose of this study is to determine the potential impact to the transportation system caused by the additional traffic generated by proposed development. In order to accomplish this objective; this study analyzed the weekday AM and PM peak hours for the existing (2020) and future (2024) 'no build' and 'build' traffic conditions.

Intersection Capacity Analysis Summary

All the study area intersections are expected to operate at acceptable levels-of-service with improvements recommended at W. Market Street and Marshall Smith Road.

Queuing Analysis Summary

Based on the maximum queuing results, the projected queues are expected to be accommodated by existing turn lane storages. Additionally, queues are not expected to extend back and block adjacent intersections.

Based on the findings of this study, specific geometric improvements have been identified at the study intersections and are recommended to accommodate future traffic conditions.

W. Market Street and Marshall Smith Road

- Install a new traffic signal and coordinate with the adjacent traffic signals at Sandy Ridge Road and Pleasant Ridge Road.

Marshall Smith Road and Site Drive 1

- Construct an exclusive northbound right turn lane [on Marshall Smith Road] at Site Drive 1. Provide a minimum of 100 feet of full width storage and appropriate taper length.
- Provide a minimum of a two-lane cross-section [for Site Drive 1] consisting of at least one ingress lane and one egress lane.
- Provide a minimum of 100 feet of internal protected stem [on Site Drive 1].

Marshall Smith Road and Site Drive 2

- Construct an exclusive northbound right turn lane [on Marshall Smith Road] at Site Drive 1. Provide a minimum of 100 feet of full width storage and appropriate taper length.
- Provide a minimum of a two-lane cross-section [for Site Drive 2] consisting of at least one ingress lane and one egress lane.
- Provide a minimum of 100 feet of internal protected stem [on Site Drive 2].