

**PARTIAL MINUTES OF THE  
ZONING COMMISSION  
February 15, 2021**

**PLP-21-03 & Z-21-02-007: Annexation and original zoning from County RS-30-MH (County – Residential Single Family-30 Manufactured Home Overlay) and County RS-30 (Residential Single Family) to City CD-C-M (Conditional District Commercial Medium) for the property identified as 257 Willowlake Road, generally described as east of Desmond Drive and north of McKnight Mill Road, (21.9 acres). (Recommended Approval)**

Mr. Kirkman reviewed the zoning map and other summary information for the subject property and surrounding properties and noted conditions associated with the request. Chair Holston asked the Commissioners if there were any questions for Mr. Kirkman. Chair Holston then requested the applicant to state their name, address, and state their case.

Benjamin Kuhn, with Ragsdale Liggett 2840 Plaza Place, Suite 400, Raleigh, on behalf of Eric Page. Mr. Kuhn introduced, Eric Page, West Care Holdings, Mike Roselli, Nick Sobo, Underfoot Engineering, and Jonathan Walk, Walk 360 Architects. Mr. Kuhn noted there was a neighborhood meeting in December 2020 and they met with several of the neighborhoods and took their concerns into consideration. No one expressed strong opposition. Mr. Kuhn referred to slides 3 and 4, and advised Mr. Page has proposed an event center that would build a community, create jobs, provide training and athletics, and help the community. Mr. Kuhn requested Mr. Page to speak on the proposed request.

Eric Page stated he was a co-founder and co-owner of West Care Professional Services, working with the special need's population for over 20 years. One thing that is consistent with this population, with few exceptions, is all experience life on the fringes of society for a number of reasons. Chief is bullying and that occurs at three times the rate of the mainstream population. West Care has developed programs to not only reduce bullying but train elite athletes to be leaders, whether they want to be, willing to be, or ready to be leaders, in their communities and schools in an anti-bullying curriculum. Opportunities and platforms are provided to work with the special needs population, so when they return to their communities and schools and see someone who looks different, talks different, acts different and walks different, they do not treat them differently. Bullying is easily defined by what is seen such as pushing them down, taking lunch money, etc., but is much more than that and permeates every aspect of culture. Addressing the issue early with elite athletes who are leaders in the community, helps them understand the problem and gives them a set of tools to intervene early. It increases self-awareness and confidence in the target population through several programs through this project and job training among them. Growth will be encouraged in the special needs population. The two buildings will consist of a crisis center for the IBB population, a jobs training program for the same population. A field house that will host small events such as AAU tournaments and things of that nature will be managed by the special needs' population. With the programs developed on this lot, it is anticipated to be able to provide over 100 jobs in this area.

Mr. Kuhn stated the use is designed to build on the community, in the community. Mr. Kuhn provided renderings depicting the type of facility for the area. A rendering was shown depicting growth in an area currently not in the city. This property sits almost equal distance between two intersections of the new freeway. It is uniquely located in an area that has good access to transportation both locally and regionally. Mr. Kuhn stated they think that is key to the success of the site and they see this as an area that gaps can be filled with the coming growth. The intersection of Willowlake and US 70 has commercial growth and further down on US 70 there is a large shopping center that is being developed there. This is an area that is poised for growth and a property that is uniquely suited for not only the shopping scenario but in the community and will be able to benefit from the proximity. Mr. Kuhn stated the annexation would allow extensions for water and sewer. US 70 is a reinvestment corridor. This site allows uses

compatible with the general character of the area in terms of the 2040 Comprehensive Plan and is consistent with several policies of the Comprehensive Plan. This property will be annexed and developed going forward. This rezoning would allow for creating great places. Westcare will be growing into this area in the coming years. Mr. Kuhn stated the engineering people could talk on prioritizing sustainability and building community connections. Mr. Engle asked if this was a recreational facility for youth. Mr. Page responded that would be a portion of it. Mr. Engle was confused why it was for Commercial- Medium and not Public and Institutional. Mr. Page responded there will be job training uses. Mr. Kuhn stated with the mix of things that will be there, it requires a broader zoning category. Mr. Kuhn stated this project will provide job training, teaching young men and women to not bully, how to treat people who are bullied and how to help them in our society moving forward. This request is consistent with the Future Land Use Map and the Future Built Map that calls for urban general for future development, as well as Tier 1 development with area along Highway 70. This site is uniquely positioned to be able to be located in close proximity to people who will be utilizing this property. Mr. Kuhn stated the staff report was very comprehensive in outlining the issues and whether the proposed zoning should be approved.

Chair Holston asked if this property would be a facility for special needs specifically or in part. Mr. Page responded predominantly special needs. Chair Holston inquired if there were any further questions for Mr. Kuhn or Mr. Page from the Commissioners. Seeing none, Chair Holston inquired if there was anyone to speak in favor of the request. Hearing none, Chair Holston asked if there was anyone in opposition to the request. Hearing none, Chair Holston closed the public hearing and requested to hear from staff.

Mr. Kirkman stated the GSO 2040 Comprehensive Plan designates this site as Urban General on the Future Built Form Map and Residential on the Future Land Use Map. The request is consistent with the Comprehensive Plan's Economic Development goal to build a prosperous, resilient economy that creates equitable opportunities to succeed and the Building Community Connections goal to maintain stable, attractive, and healthy places to live and raise families. The proposed CD-C-M zoning request allows uses that could provide enhanced services and recreational opportunities to an underserved portion of the city. Care should be given to orient the development to limit potential negative impacts of noise, traffic, and light trespass on adjacent residential uses. Staff recommended approval of the request.

Chair Holston stated how much he loved the concept, the idea, and the fact it fits in within the development plan, the economic development, and for working with special needs and job training. Chair Holston wished Mr. Page and everyone well. Ms. O'Connor congratulated and thanked the applicant for bringing this to the Commission. It is a perfect project, very forward looking and fills a need that is definitely needed. Ms. O'Connor was very much in favor of the request. Mr. Kirkman reminded the Commission there was a motion to approve the annexation first and then a motion to approve the zoning. Chair Holston asked if there were no other comments, if there was a motion. Mr. Bryson moved to recommend annexation for this property; seconded by Ms. O'Connor. The Commission voted 7-0. (Ayes: Chair Holston, Collins, Bryson, Rosa, Engle, Alford, and O'Connor. Nays: 0). Mr. Bryson stated in regard to agenda item Z-21-02-007, the Greensboro Zoning Commission believes that its action to recommend approval of the original zoning request for the property described as 257 Willowlake Road, from County AG (Agricultural) and County R-S -30 (Residential – Single-Family) to City CD-C-M (Conditional District – Commercial-Medium) to be consistent with the adopted GSO 2040 Comprehensive Plan and considers the action taken to be reasonable and in the public interest for the following reasons: The request is consistent with the Comprehensive Plan's Future Built Form Map and Future Land Use Map. The requested CD-C-M zoning district would permit uses that are complimentary to those existing in the surrounding area and includes conditions that limit negative impacts on adjacent properties. The request is reasonable due to the size, physical

conditions, and other attributes of the area. It will benefit the property owner and surrounding community. Approval is in the public interest. Seconded by Mr. Rosa. The Commission voted 7-0. (Ayes: Chair Holston, Collins, Bryson, Rosa, Engle, Alford, and O'Connor. Nays: 0). Chair Holston stated both the annexation and the rezoning represent favorable recommendations and are subject to a public hearing at the March 16, 2021, City Council meeting.