



## Legislation Details (With Text)

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**Type:** Ordinance    **Status:** Passed  
**File created:** 4/24/2015    **In control:** City Council  
**On agenda:** 5/19/2015    **Final action:** 5/19/2015  
**Title:** Ordinance Rezoning Property Located at 3510-3516 West Friendly Avenue and 805 and 807 Hobbs Road

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. PLZ15-13-FriendlyHobbs-Zoning.pdf, 2. PLZ15-13-FriendlyHobbs-Aerial.pdf, 3. zoning staff report for PLZ 15-13 (Hobbs & Friendly).pdf, 4. minutes for PL(Z) 15-13 (Hobbs & Friendly).pdf, 5. zoning protest petition for Hobbs Friendly (memo and supporting docs).pdf, 6. zoning statement for PLZ 15-13 (Hobbs & Friendly).pdf, 7. 15-0379 v 2 revised ordinance for PL(Z) 15-13 (Hobbs Friendly).pdf

| Date      | Ver. | Action By    | Action | Result |
|-----------|------|--------------|--------|--------|
| 5/19/2015 | 1    | City Council | adopt  | Pass   |

Ordinance Rezoning Property Located at 3510-3516 West Friendly Avenue and 805 and 807 Hobbs Road

Department: Planning  
Council District: District 4

Public Hearing: May 19, 2015  
Advertising Date/By: May 7 & 14/City Clerk

Contact 1 and Phone: Mike Kirkman 373-4649  
Contact 2 and Phone: Sue Schwartz 373-2149

**PURPOSE:**

Halpern Development Company, LLC, on behalf of Vera T. Rabin, John Bishop Byerly, William E. Smith, Nancy V. Smith-Hunnicut, Jennifer O. Krisher, and Ada S. German, is requesting rezoning from **R-3** (Residential Single Family) to **PUD** (Planned Unit Development) for property located at 3510-3516 West Friendly Avenue and 805 and 807 Hobbs Road, generally described as north of West Friendly Avenue, east of North Holden Road, and west of Hobbs Road.

As the Zoning Commission's decision to approve this request was appealed, the City Council will conduct a public hearing to consider and take action on this request at its **May 19, 2015** meeting.

**BACKGROUND:**

Following a public hearing on April 13, 2015, the Zoning Commission voted 9-0 to approve this request. Three persons spoke in favor of the request and one in opposition. (See attachment B: Minutes of the April 13, 2015 Zoning Commission meeting).

The proposed rezoning request to **PUD** (Planned Unit Development) includes the following conditions:

1. Uses shall be limited to those permitted in the PUD District, except that the following uses shall not be permitted: billboards, eating and drinking establishments with drive-through facilities, animal shelters, community scale cultural and community uses, day care centers, educational facilities, governmental buildings, group care facilities, clubs and lodges, brewpubs, indoor shooting ranges, hotels and motels, bed and breakfasts, bars, night clubs, funeral homes and crematoriums, veterinary services and pet grooming, kennels, ABC stores, convenience stores with gas pumps, garden centers, pawn shops, sexually oriented businesses, self-storage, vehicle sales and service, and car washes.
2. There shall be no more than 45 residential units and 48,500 square feet of non-residential development.
3. All uses except single family dwellings shall be limited to one point of access on Hobbs Road and no more than one point of access on W. Friendly Avenue.
4. There shall be clearly defined pedestrian connections between residential and commercial buildings that are protected from vehicular traffic.
5. Freestanding signs shall be limited to one monument sign on Hobbs Road and one monument sign on W. Friendly Ave. Each sign shall be limited to a maximum of 12 feet in height.
6. Wall signs and monument signs shall not be internally illuminated.
7. Exterior lights shall not exceed 22 feet in height.
8. Vehicular use areas located between any building and W. Friendly Avenue shall be set back at least 15 feet from the right-of-way and landscaped in general accordance with Type C buffer planting yard standards.
9. Building facades that are not separated from Hobbs or West Friendly Avenue by vehicular use areas shall provide the following:
  - (a) Commercial and mixed-use buildings should have at least 35% fenestration (transparent openings) on the ground floor.
  - (b) Entrances should be oriented to pedestrians with clearly defined access.
  - (c) Windows on the ground floor of commercial and mixed-use buildings should be located not more than 36 inches from the ground.
  - (d) Windows, bays, varying shades of brick, or other articulation shall be introduced at least every 15 feet to eliminate blank walls.
10. Building exteriors in the non-residential area, at a minimum, shall consist of 85% brick or stone veneer. In the residential area building exteriors shall be no less than 90% brick.
11. Residential buildings adjoining the northern property line shall not exceed two stories in height and shall not have balconies on the northern side of the buildings.
12. Loading and service areas and dumpsters shall be screened by masonry walls 8 feet in height.
13. Developer shall prepare a tree survey when addressing LDO tree conservation requirements (Section 30-12-1.5).
14. To provide compatibility with surrounding properties, any building located within 50 feet of the northern lot

line, and with a facade oriented towards Hobbs Rd, shall include a doorway visible from Hobbs with an ADA compliant pedestrian connection to the public sidewalk.

This request addresses the following MAP Goals:

**MAP Goal 1 - Create an environment that promotes economic development opportunities and job creation**

**MAP Goal 2 - Maintain infrastructure and provide sustainable growth opportunities**

**BUDGET IMPACT:**

This item will have no budget impact.

**RECOMMENDATION / ACTION REQUESTED:**

The Zoning Commission voted 9-0 to **approve** this request.

Planning recommends **approval** of the request based on:

- Request is consistent with the **Reinvestment/Infill** goal to promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods.
- Request is consistent with the **Economic Development** goal to promote a healthy and diversified economy
- Request is consistent with 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.