



**Z-23-05-006**

**City of Greensboro Planning Department  
Zoning Staff Report**

**Planning and Zoning Commission Hearing Date: June 12, 2023**

**GENERAL INFORMATION**

**APPLICANT** Thomas E. Terrell, Jr. for SMHS Properties, LLC

**HEARING TYPE** Rezoning Request

**REQUEST** R-3 (Residential Single-family - 3) to CD-C-M (Conditional District – Commercial - Medium)

**CONDITIONS**

1. Height. Building height shall not exceed 28 feet.
2. Facades. Exterior façade of any building shall be constructed of at least 75 percent brick, glass, stone, cementitious (i.e., Hardie board) or other materials of similar quality and appearance.
3. Signs. Street signage shall not exceed 18 feet in height and 140 square feet. Signage shall have no internal illumination and no electronic message boards.
4. Uses. The following uses shall be prohibited:
  - a. All uses listed in the Overnight Accommodations category
  - b. Bars, nightclubs, and brew pubs
  - c. Mobile food vendors
  - d. ABC stores
  - e. Pawnshops
  - f. Sexually oriented businesses
  - g. All uses listed in the Vehicle Sales and Service category
  - h. All uses listed in the Light Industrial category
  - i. All uses listed in the Heavy Industrial category
5. Building orientation. If a drive-through use is developed, drive-through windows shall not be located on the building side that is adjacent to Parcel 169567.
6. Landscaping. Plantings with required “Type B” buffer along the northern and western property lines shall be of evergreen material. Any new vegetation to supplement existing vegetation shall be a minimum of 3 feet in height at time of planting.

**LOCATION** 1801 Cude Road and 1199 Pleasant Ridge Road

**PARCEL ID NUMBER(S)** 7816232140 and 7813221986

**PUBLIC NOTIFICATION**

The notification area for this public hearing was 750 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). **40** notices were mailed to those property owners in the mailing area.

**TRACT SIZE**

2.1 acres

**TOPOGRAPHY**

Mostly flat, sloping towards the back of the properties

**VEGETATION**

Mostly grassy land with some areas with mature trees and vegetation

**SITE DATA**

	<b>Existing Use</b>	Single-family dwellings and undeveloped land
	<b>Adjacent Zoning</b>	<b>Adjacent Land Uses</b>
N	County AG (Agricultural)	Single-family dwellings
E	County AG (Agricultural) and CD-LI (Conditional District-Light Industrial)	Agricultural land, single-family dwellings, multi-family dwellings, and a contractor’s office with outdoor storage yard
S	CD-RM-26 (Conditional District-Residential Multifamily-26) and CD-LI (Conditional District-Light Industrial)	Multi-family dwellings and business park
W	County AG (Agricultural) and City R-3 (Residential Single-family-3)	Single-family dwellings and undeveloped land

**Zoning History**

Case #	Date	Request Summary
4054	June 21, 2016	The subject property is currently zoned R-3. In 2016, the back portion of the properties was annexed and zoned from County AG to City R-3. The front portions of the properties off Pleasant Ridge Road have been zoned R-3 since the adoption of the Land Development Ordinance (LDO) in July 2010. Prior to the adoption of the LDO, these properties were zoned RS-40 (Residential Single Family).

**ZONING DISTRICT STANDARDS**

**District Summary \***

Zoning District	Existing	Requested
Designation:	<b>(R-3)</b>	<b>(CD-C-M)</b>
Max. Density:	3 dwelling units/acre	N/A

Typical Uses            Typical uses in the R-3 district include single family residential dwellings of up to 3 units per acre

- The following uses shall be prohibited:
- a. All uses listed in the Overnight Accommodations category
  - b. Bars, nightclubs, and brew pubs
  - c. Mobile food vendors
  - d. ABC stores
  - e. Pawnshops
  - f. Sexually oriented businesses
  - g. All uses listed in the Vehicle Sales and Service category
  - h. All uses listed in the Light Industrial category
  - i. All uses listed in the Heavy Industrial category.

*\*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 WS-III, Watersupply Watershed, Upper Reedy Fork Creek

Floodplains            N/A

Streams                N/A

Other:                    Site must meet current watershed requirements, Water Quality and Water Quantity control must be addressed. Maximum BUA for High Density Development is 70%. Site is within the 5 statute mile radius of the PTI airport. No SCM/BMP is allowed that holds a normal pool elevation unless supporting engineering documentation is provided.

**Utilities (Availability)**

Water is available on Pleasant Ridge Rd and Cude Rd. Sewer is available south of the property on 1198 Pleasant Ridge Rd. Private developer will need to extend water and sewer to City of Greensboro’s Water and Sewer Design Standards.

**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: Type B buffer yard, with an average width of 25’, a minimum width of 20’, and a planting rate of 3 canopy trees, 5 understory trees and 25 shrubs per 100 l.f.

**Parking Lots:**

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

**Tree Conservation:**

For 2.1 acres, 5% of parcel size to be dedicated in critical root zone for Tree Conservation.

**Transportation**

Street Classification: Pleasant Ridge Road – Major Thoroughfare.  
Cude Road – Collector Street.

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

Traffic Counts: Pleasant Ridge Road AADT = 8,500 (NCDOT, 2021).

Trip Generation: 24 hour = 2,245; AM Peak Hour = 183; PM Peak Hour = 188.

Sidewalks: Sidewalks are a requirement of the Development Ordinance and shall be installed per the Streets Design Standards Manual. Sidewalk does not currently exist along the frontage of this property.

Transit in Vicinity: None.

Traffic Impact Study: Yes, required per TIS Ordinance. Please see the end of this staff report (TIS) for the Executive Summary of the **DRAFT** TIS.

Street Connectivity: N/A.

Other: N/A.

**IMPACT/POLICY ANALYSIS**

**Land Use Compatibility**

The proposed **CD-C-M (Conditional District – Commercial – Medium)** zoning district, as conditioned, would allow land uses that are compatible with the general character of the area.

**GSO2040 Comprehensive Plan Policies**

The properties in question are part of the Western Area Plan where the future land use is designated as **Residential**. The requested **CD-C-M (Conditional District – Commercial – Medium)** zoning district, as conditioned, would allow uses that are generally inconsistent with those described in the **Residential** future land use designations. The **GSO2040** Future Built Form Map designates this location as **Urban General**.

**GSO2040 Written Policies**

**Filling In Our Framework** - How we arrange our land uses for where we live, work, attend school, shop and enjoy our free time can create a more vibrant and livable Greensboro.

**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 2** – Ensure mixed use projects both strengthen and add value to the community.

**Becoming Car Optional** - Expand quality transportation options beyond cars and maintain an efficient transportation system that allows people and goods to travel throughout Greensboro.

**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** - Greensboro has a strong leadership role in environmental stewardship, social equity, and a resilient economy

**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.

**GSO2040 Map Policies**

**Future Land Use Map**

The properties in question are located in the Western Area Plan. The future land uses from that plan are described below.

**Future Built Form Map**

**Place Types:** The Plan focuses most new growth into Activity Centers. Incremental growth is what will create the Greensboro that this plan envisions. The Place Type designations help assure that this incremental growth fits in with and strengthens the existing context. Areas that have a consistency of character, identity or purpose and that are most often bounded by

corridors, natural features, or parks that create transition or separation from other neighborhoods that may not share the same characteristics.

These areas do not have to be uniform in land use or intensity to create and maintain a recognizable identity, but deviations from the basic pattern should not be abrupt or visually disruptive. Neighborhoods within them should have sufficiently identifiable character and edges so that it is obvious what is included within them.

Place Types with a mix of uses or densities have the greatest capacity to absorb development that is not disruptive of the existing pattern. This ability to absorb new development is also found along neighborhood edges separating one community from another, and seams, which are the lines along which two neighborhoods are related and joined together.

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.

**CONFORMITY WITH OTHER PLANS**

**City Plans**

***Western Area Plan***

**Residential Area (R) Recommendations**

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

“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.”

***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.

**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 properties are approximately 2.1 acres and currently contain single-family dwellings and undeveloped land. North of the subject properties contain single-family dwellings and farmland, zoned County AG. East of the subject properties contain farmland and a contractor’s yard, zoned County AG and CD-LI. South of the properties are multi-family dwellings, zoned CD-RM-26, and a business park, zoned CD-LI. West of the subject properties are single-family dwellings and undeveloped land, zoned County AG and City R-3.

The proposed rezoning request supports the Growing Economic Competitiveness Big Idea to build a prosperous, resilient economy that creates equitable opportunities to succeed. The request also supports the Becoming Car Optional strategy to encourage new development that is compatible with the intended use of the adjacent roadway.

The adopted Western Area Plan designates these properties as Residential Area, with the focus on development of new residential housing that compliments the existing neighborhoods and natural and agricultural resources. While uses typically found in the C-M zoning district are generally incompatible with this designation, the requested CD-C-M includes use restrictions and conditions that limit the scale of potential development to aid compatibility with nearby residential and agricultural properties. The property’s location at the intersection of two major roadways in the area and located across from higher density residential and industrial uses also supports the change to allow a limited commercial/service development that serves the broader Western Area.

The adopted Western Area Plan envisioned a large satellite campus for GTCC on the northwest corner of the NC Highway 68 and Lebourne Road intersection. The plan also envisioned a large scale commercial and mixed use node on the southwest corner of the NC Highway 68 and Lebourne Road intersection to support the campus activity. This commercial node would provide services to the surrounding area and preserve land away from NC 68 for residential and agricultural uses. Neither the large satellite campus nor the commercial node have come to fruition. Therefore, it is reasonable that small scale locally serving commercial uses would occur dispersed throughout the Western Area Plan study area at the intersections of heavily traveled roads.

Applicable characteristics of the Urban General classification include but are not limited to the following:

- Setbacks, building orientation, building materials, height, and scale of residential buildings are considered within the existing neighborhood context.
- Transitions between neighborhoods and different land uses provide continuity in scale, density, intensity with adjacent uses.
- Cut-through traffic is minimized.
- New freestanding or expanded business areas are created within or adjoining an existing Activity Center or as part of creating a new Activity Center.
- Exterior building materials are durable, sustainable, and contribute positively to the character of the public realm.
- The size and impact of surface parking lots is minimized through landscaping, screening, narrow curb-cuts, and use of glare-free, no-spill lighting.
- New sidewalks contribute to the completion of a sidewalk network.

The CD-C-M zoning district, as conditioned, includes conditions that limit the negative impacts on surrounding properties and the request is compatible with existing uses on adjacent tracts. Care should be taken with respect to building orientation, building materials, building height, and visual buffers to ensure an appropriate transition to the lower density residential uses on adjacent properties.

This request is consistent with the intent and purpose of the zoning code, the Comprehensive Plan (GSO2040) and is generally compatible with the existing development and trend in the surrounding area.

**Staff Recommendation**

Staff recommends **approval** of the requested **CD-C-M (Conditional District – Commercial - Medium)** zoning district.



**Transportation Impact Study  
Executive Summary  
DRAFT**

The Pleasant Ridge Crossing proposed development is located on the northwest corner of Cude Road and Pleasant Ridge Road in Greensboro, NC. It will consist of two buildings totaling 9,000 sq. ft. of strip retail plaza (LUC 822) and 4,000 sq. ft. of fast food with drive-thru (LUC 934). One (1) full movement access point is proposed on Pleasant Ridge Road. The expected build-out year for this development is 2024 with analysis being conducted for 2025. Information regarding the property was provided by SMHM Properties.

DAVENPORT was retained to determine the potential traffic impacts of this development and to identify transportation improvements that may be required to accommodate the impacts of the new development traffic.

The Transportation Impact Analysis (TIA) was performed based on the scope agreed upon with GDOT and NCDOT. This site has a trip generation potential of 2245 daily trips, 137 trips in the AM peak hour, and 188 trips in the PM peak hour.

Based on the capacity analysis, recommendations have been given where necessary to mitigate the impacts of future traffic. Improvements are summarized in Table A and Figure A.

In conclusion, this study has determined the potential traffic impacts of this development. Recommendations have been given to accommodate these impacts. The analysis indicates that with the recommended improvements in place, the proposed site is not expected to have a detrimental effect on transportation capacity and mobility in the study area. The recommendations in Figure A and in Table A should be constructed to comply with applicable NCDOT Policy on Street and *Driveway Access to North Carolina Highways* and local standards.

<b>Table A – Recommended Improvements</b>	
<b>INTERSECTION</b>	<b>RECOMMENDATIONS</b>
Pleasant Ridge Rd. at W. Market St.	<ul style="list-style-type: none"> <li>No improvements are recommended.</li> </ul>
Pleasant Ridge Rd. at Cude Rd.	<ul style="list-style-type: none"> <li>Restripe northbound left to provide a TWLTL from Cude Road to Hi Pocket Lane</li> </ul>
Pleasant Ridge Rd. at Brigham Rd.	<ul style="list-style-type: none"> <li>No improvements are recommended.</li> </ul>
Pleasant Ridge Rd. at Site Access 1	<ul style="list-style-type: none"> <li>Provide a 50' southbound right turn taper</li> <li>Design site drive according to applicable GDOT and NCDOT standards.</li> </ul>

