



Z-24-07-005

City of Greensboro Planning Department
Zoning Staff Report

Planning and Zoning Commission Hearing Date: July 15, 2024

GENERAL INFORMATION

APPLICANT	Amanda Hodierna on behalf of Steve Shavitz for SEBR 801, LLC
HEARING TYPE	Rezoning Request
REQUEST	PUD (Planned Unit Development) to PUD (Planned Unit Development)
CONDITIONS	<ol style="list-style-type: none">1. Residential Dwelling Units shall not exceed 300 Units.2. Uses for the commercial outparcels shall be limited to: All uses allowed in the Commercial – Medium zoning district except: Eating and drinking establishments with drive through facilities, movie theater, and bowling alley.3. Total Eating Establishment Square Footage shall not exceed 12,000 square feet.
LOCATION	2003 Generations Lane, 1915 and 1931 Little Valley Way
PARCEL NUMBER	7855833866, 7855831467, and 7855835444
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). 85 notices were mailed to those property owners in the mailing area.
TRACT SIZE	11.977 Acres
TOPOGRAPHY	Undulating
VEGETATION	No vegetation

SITE DATA

Existing Use

Undeveloped

Adjacent Zoning

Adjacent Land Uses

N	O (Office), LI (Light Industrial), C-M (Commercial – Medium)	Offices, an automobile service shop, medical offices, and a physical fitness center
E	C-M (Commercial – Medium), PI (Public and Institutional), O (Office), and CD-C-M (Conditional District - Commercial – Medium)	Medical offices, an educational facility, hair salons, and retail sales uses
S	BP (Business Park)	Multi-tenant office complexes including medical offices, a bank without drive through facility, a co-working space, and real estate office uses
W	O (Office) and PI (Public and Institutional)	Real estate, legal, and medical office uses

Zoning History

Case #	Date	Request Summary
CD5344	August 26, 2022	<p>The subject property was rezoned from PI (Public and Institutional), O (Office), and C-M (Commercial – Medium) to PUD (Planned Unit development) with the following conditions:</p> <ol style="list-style-type: none"> 1. The maximum number of dwelling units shall be limited to 300 units. 2. Uses for commercial outparcels shall be any use permitted in the C-M (Commercial – Medium) zoning district, except any establishment with a drive-through facility, movie theater, or bowling alley. 3. Maximum Eating and Drinking Establishment area shall not exceed 10,000 square feet total.

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing (PUD)	Requested (PUD)
Max. Density:	25 dwelling units/acre per the UDP	25 dwelling units/acre per the UDP
Typical Uses	Use limited to: Residential uses and any use permitted in the C-M (Commercial – Medium) zoning district, except any establishment with a drive-through facility, movie theater, or bowling alley.	Use limited to: Residential uses and any use allowed in the C-M district, except establishments with a drive-through, movie theater and bowling alley.

**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 any overlay 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 Site drains to North Buffalo Creek, Non-Watersupply Watershed Watershed

Floodplains N/A

Streams N/A

Other: If >1acre is disturbed and the BUA is increased, site must address current watershed requirements, Water Quality and Water Quantity Control for Phase 2 must be addressed for the entire site. Water Quality must treat the first 1” of rainfall. Water Quantity Control must reduce the 1yr, 2yr & 10yr 24hr storms to pre-development levels. All BUA must be treated by a State approved water quality BMP/SCM.

Utilities (Availability)

Water fronts the properties on Lendew St and Green Valley Rd. Water and sewer is onsite at 2003 Generations Ln. 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

The landscaping requirements of the PUD are established within the Unified Development Plan. The minimum requirements are those set out in Section 30-10 of the Land Development Ordinance, as noted below.

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 vacant property/same land class use: 5’ wide Vehicular Use Area buffer yard (see below) between any parking lot or drive aisle and the adjacent property line.

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 11.97 acres, 10% of lot size in critical root zone preserved for Tree Conservation.

Transportation

Street Classification: Green Valley Road – Minor Thoroughfare.
Lendew Street – Collector Street.
Enterprise Road – Collector Street.
Little Valley Way – Private Street.
Generations Lane – Private Street.

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

Traffic Counts: None Available.

Trip Generation: N/A.

Sidewalks: Sidewalks are a requirement of the Development Ordinance and shall be installed per the Streets Design Standards Manual.

Transit in Vicinity: Yes, GTA Route 8 (Battleground Avenue) and GTA Route 17 (Lawndale Drive) are adjacent to the subject site, along Battleground and Lawndale Avenues)

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 **PUD (Planned Unit Development)** district, as conditioned, would allow land uses that are generally compatible with the character of the area.

GSO2040 Comprehensive Plan Policies

The **GSO2040** Future Land Use Map designates this location as **Commercial**. The **GSO2040** Future Built Form Map designates this location as **Urban General**. The subject site is also located near a **District Scaled Activity Center** and **Urban Mixed Use Corridor**.

GSO 2040 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 B – Greensboro attracts world-class development to transform underutilized sites and buildings into valued assets that complement their surroundings.

Strategy 2 – Establish infill development guidelines that ensure revitalized sites will be of high quality and complement existing neighborhood character.

Creating Great Places – Creating interesting and attractive places and vibrant public spaces in neighborhoods, across Greensboro, in downtown and with our historic resources.

Goal A – Greensboro’s citywide network of unique neighborhoods offer residents of all walks of life a variety of quality housing choices.

Strategy 1 – Protect and enhance the unique character of every neighborhood.

GSO2040 Map Policies

Future Land Use Map

Future Land Uses: Broad areas based on the main character of land uses that we want to see in the future. These are not intended to be exclusive; it is assumed that there are a variety of uses in each area, but the designation reflects the area’s predominant character.

Commercial: includes retail sales, wholesale sales, personal service businesses, professional service businesses, restaurants, entertainment, hotels and hospitality, commercial assembly halls, and event spaces. These can be either linear commercial corridors or larger centers of commercial development or a combination of both. Some include residential uses as well, and represent an opportunity for denser development, particularly in conjunction with enhanced transit service and mobility hubs.

Future Built Form Map

Place Types: 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.

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.

Activity Centers: Ranging in size from a corner business at the intersection of two collector roads to regional shopping centers, activity centers attract people and are often the focus of community, civic, and social or commercial activity. Location, accessibility, size, and the extent and diversity of activities within an activity center influence the nature of economic development opportunities, potential impacts on nearby uses, and the way in which it is enjoyed by the community.

Neighborhood and District Scaled Activity Centers should reflect these characteristics:

- 1. Development (site and buildings) is properly scaled to the needs of residents in the appropriate market area. The scale and types of activities accommodated match the service area. A District Scaled Activity Center is physically larger, serves a wider market area, and has a greater breadth of businesses, services, and activities than a Neighborhood Activity Center, and draws vehicular traffic from a larger area, requiring more space for parking, loading, and greater spacing between vehicular access driveways.
- 2. Development adjacent to residential neighborhoods, parks, or other low intensity uses gives consideration to light, traffic, noise, and other potential impacts of the development.
- 3. Buildings and uses are easy to access on foot or by bike. These Centers include safe paths, bike racks, benches and other amenities for non-motorized travelers.
- 4. These Centers coordinate adjacent site designs and public improvements to provide comfortable sidewalk space for pedestrian movement, curb “bump-out” extensions, street trees/lighting/furniture, sidewalk cafés, and an active pedestrian-friendly environment.

Corridors: Corridors are the linear commercial and office developments typically along collector or arterial roadways. They include properties directly fronting on the road and may include properties having primary access to or in immediate proximity to the road. The character and function of the road and the uses within a corridor are highly correlated.

Urban (Mixed-Use) Corridors reflect these additional characteristics:

- 1. Consistency with adopted corridor plans.
- 2. Cross easements are provided for vehicular and pedestrian access.
- 3. They meet the existing need and convenience of the surrounding community.
- 4. Visual clutter and confusion caused by sign proliferation is minimized while maintaining safe and efficient wayfinding for both pedestrians and vehicles.
- 5. Landscaping, sidewalks, lighting, fencing, and building features are located so as to guide pedestrian movement on or through the site. On-site and on-building lighting at entrances and along walkways is maintained at safe lighting levels.

CONFORMITY WITH OTHER PLANS

Other Plans

N/A

STAFF ANALYSIS AND RECOMMENDATION

Community Outreach

Applicants are strongly encouraged to discuss this proposed rezoning and development with the surrounding community.

Staff Unified Development Plan (UDP) Analysis

On September 1, 2020 the Planning and Zoning Commission assumed responsibility for reviewing Unified Development Plans in conjunction with rezoning requests to a Planned Unit Development zoning district.

There are three main purposes for a Unified Development Plan (UDP). One is to specify the type of development and dimensional standards that will govern the development in various sections of the property. The second is to make sure that City of Greensboro service providers can adequately serve the proposed development. Finally, the Unified Development Plan puts the development standards into a form recordable at the Guilford County Register of Deeds Office so there will be notice of these requirements to future owners and occupants.

When making the determination to approve a Unified Development Plan (UDP), the Planning and Zoning Commission must review the UDP for consistency with the approved Planned Unit Development (PUD) Concept Plan and zoning conditions.

Staff Analysis

The subject property is approximately 11.977 acres and is currently vacant. North of the subject property contains offices, an automobile service shop, medical offices, and a physical fitness center, zoned O (Office), LI (Light Industrial), and C-M (Commercial – Medium). East of the subject property contains medical offices, an educational facility, hair salons, and retail sales uses, zoned C-M (Commercial – Medium), PI (Public and Institutional), O (Office), and CD-C-M (Conditional District - Commercial – Medium. South of the subject property contains multi-tenant office complexes including medical offices, a bank without drive through facility, offices, a co-working space, and real estate office uses, zoned BP (Business Park). West of the subject property contains real estate, legal, and medical office uses, zoned O (Office) and PI (Public and Institutional).

The proposed rezoning request supports the Comprehensive Plan’s Filling in Our Framework goal to arrange land uses for a more vibrant and livable Greensboro and the Creating Great Places goal to expand Greensboro’s citywide network of unique neighborhoods offering residents of all walks of life a variety of quality housing choices.

The GSO2040 Comprehensive Plan’s Future Land Use Map designates this property as Commercial. The Commercial designation includes retail sales, wholesale sales, personal service businesses, professional service businesses, restaurants, entertainment, hotels and hospitality, commercial assembly halls, and event spaces. These can be either linear commercial corridors or larger centers of commercial development or a combination of both. Some include residential uses as well, and represent an opportunity for denser development, particularly in conjunction with enhanced transit service and mobility hubs.

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 the following:

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.

The proposed PUD zoning district, as conditioned, would allow a mix of appropriately dense uses that have an intensity generally compatible with the surrounding area. 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 **PUD (Planned Unit Development)** zoning district.