



**PLZ-22-26**

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

**City Council Hearing Date: August 16, 2022**

**GENERAL INFORMATION**

|                            |  |
|----------------------------|--|
| <b>APPLICANT</b>           | 3 Pillars Homes on behalf of Feedgate Investment Company, Inc. for the Causey Living Trust   |
| <b>HEARING TYPE</b>        | Rezoning Request   |
| <b>REQUEST</b>             | R-5 (Residential Single-family - 5) to RM-12 (Residential Multi-family - 12)   |
| <b>CONDITIONS</b>          | N/A  |
| <b>LOCATION</b>            | 1007 Willard Street  |
| <b>PARCEL ID NUMBER(S)</b> | 7875828473   |
| <b>PUBLIC NOTIFICATION</b> | 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). <b>183</b> notices were mailed to those property owners in the mailing area. |
| <b>TRACT SIZE</b>          | 4.5 Acres  |
| <b>TOPOGRAPHY</b>          | Slopes toward the back of the property.  |
| <b>VEGETATION</b>          | Wooded   |

**SITE DATA**

|                     |   |                                    |
|---------------------|---|------------------------------------|
| <b>Existing Use</b> |   | Undeveloped                        |
|                     | <b>Adjacent Zoning</b>  | <b>Adjacent Land Uses</b>          |
| N                   | R-5 (Residential Single Family - 5)                                       | Single-family dwellings            |
| E                   | R-5 (Residential Single Family - 5)                                       | Single-family dwellings            |
| S                   | R-5 (Residential Single Family - 5)                                       | Single-family dwellings            |
| W                   | RM-8 (Residential Multifamily – 8)<br>R-5 (Residential Single Family – 3) | Duplex and Single-family dwellings |

**Zoning History**

| Case # | Date | Request Summary   |
|--------|------|---|
| N/A    | N/A  | The subject property is currently zoned R-5 (Residential Single Family - 5). This has been the zoning on the property since the adoption of the Land Development Ordinance (LDO) in July 2010. Prior to the adoption of the LDO, the property was zoned RS-9 (Residential Single Family). |

**ZONING DISTRICT STANDARDS****District Summary \***

| Zoning District Designation: | Existing<br>(R-5)   | Requested<br>(RM-12)   |
|------------------------------|---|--|
| Max. Density:                | 5 dwelling units/acre   | 12 dwelling units/acre   |
| Typical Uses                 | Typical uses in the R-5 district include single family residential dwellings of up to 3 units per acre. | Permitted uses limited to residential uses not exceed 12 residential dwellings per acre. |

*\*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 North Buffalo Creek – Non-Watersupply Watershed

Floodplains N/A

Streams Blue Line and Non-Blue Line streams are onsite. Non-Blue Line features must be identified. Blue Line and Non-Blue Line streams require a 50 ft stream buffer measured from top of bank on each side. No new BUA is allowed within the 50 ft stream buffer. Refer to the City's LDO Chapter 30-12-3.9 for stream buffer requirements. State and Corps permits are required for any stream/wetland disturbance and or crossing.

Other: Site must address current watershed requirements, Water Quality and Water Quantity Control for Phase 2 must be addressed for the entire site. Maximum High Density development with sewer is 70% and Low Density is 24%. All BUA must be treated by a State approved water quality BMP/SCM.

**Utilities (Availability)**

Water is available on Willard Street. Sewer is available onsite and fronts property on Willard Street. 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****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 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 linear feet.

Adjacent to vacant parcels or other Multi-family uses: 5' wide Vehicular Use Area buffer yard. (See 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 4.5 acres, 5% of parcel size to be dedicated in critical root zone for Tree Conservation

**Transportation**

Street Classification: Willard Street – Local Street.  
East Wendover – Major Thoroughfare.

Site Access: All access(s) 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. Sidewalk does not currently exist along the frontage of this property. |
| Transit in Vicinity:        | Yes. GTA Route 14 (Bessemer Avenue / Phillips Avenue) is within 800 ft. of subject site, along Textile Drive.   |
| Traffic Impact Study: (TIS) | No TIS required per TIS Ordinance.  |
| Street Connectivity:        | N/A.  |
| Other:                      | N/A.  |

### **IMPACT/POLICY ANALYSIS**

#### **Land Use Compatibility**

The proposed **RM-12 (Residential, Multi-Family – 12 du/ac)** zoning district would allow land uses that are compatible with the general character of the area.

#### **GSO 2040 Comprehensive Plan Policies**

The GSO 2040 Future Land Use Map designates this location as **Residential**. The requested **RM-12 (Residential, Multi-Family – 12 du/ac)** zoning district would allow uses that are generally consistent with those described in the **Residential** future land use designation. The GSO 2040 Future Built Form Map designates this location as **Urban Central**.

#### **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 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.

**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.

**Goal C** – People choose to live in Greensboro because every neighborhood is safe and has convenient access to first-rate schools, services, shopping, parks, and community facilities.

**Strategy 1** – Employ a problem prevention model to identify causes and solutions to neighborhood problems.

**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.

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

**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.

**Goal B** - Everyone loves our interconnected green spaces, which provide recreation and transportation opportunities, promote active living, and protect our natural environment.

**Strategy 1** - Expand the greenway network to connect all parts of the city as a key element of the transportation system.

**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.

**Strategy 4** – Enhance proactive stormwater and flood hazard mitigation efforts to address impacts from more frequent high duration and high intensity storm events.

**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 1** – Evaluate impacts to vulnerable populations and communities when reviewing existing and considering new public policies, projects and services.

**Strategy 2** – Work to ensure that all Greensboro residents have meaningful opportunities to participate in public decision-making processes.

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

**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** - Greensboro is unique and memorable based on our quality of life, culture, arts and places and the ties that bind us together as a community.

**Goal D** – Our colleges, universities, and Career and Technical Education facilities play a leading role in the cultural, social and economic fabric of the community.

**Strategy 1** – Building on existing partnerships between the City, neighborhoods, and colleges and universities, while creating new partnerships, so higher education

campuses play an increasingly stronger role in the cultural life of the larger community.

**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.

**Strategy 2** – Build neighborhood association capacity to work collaboratively, assess conditions, and effect change.

**Strategy 3** – Improve the city's housing through effective use of code enforcement and the strategic leveraging of resources.

**Growing Economic Competitiveness** - Greensboro will build a prosperous, resilient economy that creates equitable opportunities to succeed.

**Goal A** – Strategic public investment in historically underserved areas of Greensboro attracts private investment and sets the stage for revitalization without displacing existing residents.

**Strategy 2** – Support the addition of a variety of housing types and price points in coordination with investment in historically underserved areas.

**Goal C** – Investment in cutting edge communications technology enhances the quality of life for all residents and helps businesses thrive.

**Strategy 1** – Encourage fiber-ready infrastructure to reduce the need for costly future upfits, increase property values and promote economic growth.

**Goal D** – Education and workforce training opportunities empower residents to achieve financial security and career fulfillment and are matched to the needs of employers.

**Strategy 1** – Work with our community partners to provide quality learning from early childhood to higher education through local schools and businesses.

**Strategy 2** – Work with our partners to provide accessible and affordable career and workforce education.

## **GSO 2040 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.

**Residential:** Includes both single-and multi-family residential. Other uses should generally be in the scale of a Neighborhood- or a District- Scaled Activity Center as described in the Future Built Form Map, in a form that is appropriate to the character of the area. Many residential areas include commercial corridors, and future development along these corridors should be oriented to the corridor to avoid negative impacts to adjacent residences.

### **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 Central** should reflect these characteristics:

1. Development is consistent with adopted neighborhood plans and their design guidelines.

2. New development should be compatible with the existing development pattern, as described in the “Existing Built Form” section: Short blocks and a grid-based street pattern;
  - Fine-grained zoning designations with a wide variety of uses are found closer to each other;
  - A range of residential building types, from detached, single-family houses, to Missing Middle Housing, to mid-rise multi-family in close proximity to each other; and high-rise multi-family in Activity Centers and along Mixed-Use Corridors;
  - Buildings on lots that are close to the width of a residential lot, rather than a uniform building along the entire block face;
  - Buildings close to each other and to the street; and
  - Connected sidewalks that form a walkable network.
3. There is benefit from and support from the viability of public open spaces, plazas, public art, and cultural resources.
4. Safety and crime prevention is integrated into building and site design by orienting windows and doorways to streets overlooking semi-public and shared spaces. Parking is oriented behind buildings, so buildings are built to the street with unobstructed windows for visual surveillance on the sidewalk and street.
5. Front doors and porches build community and neighborhood vitality and encourage neighbor interaction.
6. Exterior building materials are durable, sustainable, and contribute to the unique character of the surrounding buildings and existing neighborhood.
7. Equitable and ample access to walking, bicycling, transit and ride sharing is provided.

## **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.

**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 and with representatives of the Textile Drive / Waugh Street Neighborhood (the boundaries of which, as identified by said neighborhood, the subject site is located within).

**Staff Analysis**

The subject property is approximately 4.5 acres and is currently undeveloped. North, east and south of the subject property contain single-family dwellings, zoned R-3 and RM-18 further south. West of the subject property is a duplex and single family dwellings zoned RM-8 and R-3.

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 GSO 2040 Comprehensive Plan's Future Land Use Map designates this property as Residential. The Residential designation includes both single and multifamily residential. Other uses should generally be in the scale of a Neighborhood or District Scaled Activity Center as described in the Future Built Form Map, in a form that is appropriate to the character of the area. Many residential areas include commercial corridors, and future development along these corridors should be oriented to the corridor to avoid negative impacts to adjacent residences.

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

1. Development is consistent with adopted neighborhood plans and their design guidelines.
2. New development should be compatible with the existing development pattern, as described in the "Existing Built Form" section: Short blocks and a grid-based street pattern;
  - Fine-grained zoning designations with a wide variety of uses are found closer to each other;
  - A range of residential building types, from detached, single-family houses, to Missing Middle Housing, to mid-rise multi-family in close proximity to each other; and high-rise multi-family in Activity Centers and along Mixed-Use Corridors;
  - Buildings on lots that are close to the width of a residential lot, rather than a uniform building along the entire block face;
  - Buildings close to each other and to the street; and
  - Connected sidewalks that form a walkable network.



3. There is benefit from and support from the viability of public open spaces, plazas, public art, and cultural resources.
4. Safety and crime prevention is integrated into building and site design by orienting windows and doorways to streets overlooking semi-public and shared spaces. Parking is oriented behind buildings, so buildings are built to the street with unobstructed windows for visual surveillance on the sidewalk and street.
5. Front doors and porches build community and neighborhood vitality and encourage neighbor interaction.
6. Exterior building materials are durable, sustainable, and contribute to the unique character of the surrounding buildings and existing neighborhood.
7. Equitable and ample access to walking, bicycling, transit and ride sharing is provided.

The proposed RM-12 zoning district allows a variety of medium intensity residential uses consistent with other multifamily zoning in the larger area that can also be compatible with adjacent low intensity residential uses directly adjacent to the subject property. 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 these 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 **RM-12 (Residential Multifamily - 12)** zoning district.