



PL(Z)23-32

City of Greensboro Planning Department Zoning Staff Report

City Council Hearing Date: August 15, 2023

GENERAL INFORMATION

APPLICANT	City of Greensboro
HEARING TYPE	Annexation and Original Zoning Request
REQUEST	County AG (Agricultural) and County RS-30 (Residential Single-family) to City C-M (Commercial-Medium)
CONDITIONS	N/A
LOCATION	A portion of Willowlake Road
PARCEL ID NUMBER(S)	Right-of-way
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). 37 notices were mailed to those property owners in the mailing area.
TRACT SIZE	0.07 acres
TOPOGRAPHY	Flat
VEGETATION	N/A

SITE DATA

Existing Use	Willowlake Road	
	Adjacent Zoning	Adjacent Land Uses
N	County AG (Agricultural) and County RS-30 (Residential Single-family)	Willowlake Road
E	County AG (Agricultural)	Single-family dwellings and undeveloped land
S	County AG (Agricultural) and County RS-30 (Residential Single-family)	Willowlake Road

W County RS-30 (Residential Single-family) and City CD-C-M (Conditional District – Commercial – Medium) Single-family dwellings and undeveloped land

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject property is not currently located in the City’s jurisdiction.

ZONING DISTRICT STANDARDS

Existing District Summaries

Zoning District Designation:	Existing County RS-30	Existing County AG	Requested City C-M
Max. Density:	1.3 dwellings per acre	Up to 1 dwelling per acre	N/A
Typical Uses	Typical uses in the County RS-30 district include single family dwellings with a density of less than 1.3 unit per acre.	Typical uses in the AG district include those uses of an agricultural nature, including farm residences and farm tenant housing. It also accommodates scattered non-farm residences on large tracts of land.	Typical uses in the C-M district may include various retail, restaurant, office and service uses.

**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 currently drains to South Buffalo Creek – Non-Watersupply Watershed Watershed

Floodplains N/A

Streams Blue Line stream and possible Non-Blue Line streams are onsite. Non-Blue Line features must be identified. Non-Blue Line streams require a 50ft stream buffer

measured from top of bank on each side. Refer to the City’s LDO Chapter 30-12-3.9 for stream buffer requirements.

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

Utilities (Availability)

Water and sewer are available to the south of the property on Willowlake Road. Private developer will need to extend water and sewer to City of Greensboro’s Standards

Airport Overlay District & Noise Cone

n/a

Landscaping & Tree Conservation Requirements

Landscaping:

Landscaping and Tree Conservation requirements are not applicable to street right-of-ways.

Transportation

Street Classification: Huffine Mill Rd – Major Thoroughfare.
Willowlake Rd –Collector Street.

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

Traffic Counts: Huffine Mill Rd AADT = 2800 (NCDOT, 2021).

Trip Generation: N/A.

Sidewalks: N/A.

Transit in Vicinity: No.

Traffic Impact Study: N/A.
(TIS)

Street Connectivity: N/A.

Other: N/A.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **C-M (Commercial - Medium)** zoning district would allow land uses that are compatible with the general character of the area. The Growth Tiers Map designates the subject site as being within Growth Tier 1.

GSO2040 Comprehensive Plan Policies

The **GSO2040** Future Land Use Map designates this location as **Industrial** and **Residential**. The requested **C-M (Commercial - Medium)** zoning district would allow uses that are generally consistent with those described in the **Commercial** future land use designations.

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.

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

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.

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.

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 multifamily 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.

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

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.

Growth Tiers Map

Growth Tiers: areas outside Greensboro’s city limits but inside the area in which the City can legally annex property and extend water and sewer services; this is called the Water Sewer Service Area (WSSA). Three tiers are delineated based on the cost to extend City services to the area, primarily water and sewer, solid waste collection, and Police and Fire protection, as well as long-term maintenance of City facilities.

Growth Tier 1: This is the area where infrastructure systems are in place, can be economically provided and/or will be proactively extended and where continued annexation and consolidation of the City’s development pattern shall be encouraged over the next six years.

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.

Other Plans

n/a

STAFF ANALYSIS AND RECOMMENDATION

Community Outreach

Applicant is strongly encouraged to discuss this proposed original zoning and rezoning and development with owners of surrounding properties.

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Staff Annexation Analysis

The subject property is currently located in the County. On September 1, 2020 the Zoning Commission assumed responsibility for reviewing annexation petitions and making a recommendation to City Council regarding annexation requests. Upon submittal of a valid annexation petition, Planning staff forwards annexation requests to City services providers. These service providers include Water Resources (water and sewer), Fire Marshal’s Office, Police Department, and Solid Waste (trash and recycling services). Each service provider has stated that infrastructure is in place to provide City services to this location. The Technical Review Committee also recommended approval of this annexation request at its July 3, 2023 meeting. This property is located within the Tier 1 Growth Area on the Growth Strategy map in the Comprehensive Plan. It is the City of Greensboro’s policy to annex properties within Growth Tier 1 pending approval of the original zoning.

Staff Original Zoning Analysis

The subject property contains approximately 0.07 acres and is a portion of the right-of-way containing Willowlake Road. North and south of the request contains Willowlake Road, zoned County AG (Agricultural) and County RS-30 (Residential Single-family). East of the request contains single-family dwellings and undeveloped land, zoned County AG (Agricultural). West of the request contains single-family dwellings and undeveloped land, zoned County RS-30 (Residential Single-family) and City CD-C-M (Conditional District – Commercial – Medium).

The proposed rezoning request supports the Growing Economic Competitiveness Big Idea to build a prosperous, resilient economy that creates equitable opportunities to succeed and the Prioritizing Sustainability strategy to promote resilient, efficient and environmentally beneficial patterns of land use.

The Comprehensive Plan’s Future Land Use Map designates this property as Residential. The Residential designation 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.

The Comprehensive Plan’s Future Built Form Map currently designates this property as Urban General. Characteristics of the Urban General classification include the following:

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.
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The proposed C-M zoning district is primarily intended to accommodate a wide range of retail, service, office, and multi-family residential uses in a mixed-use environment. The district is typically located along thoroughfares in areas which have developed with minimal front setbacks. The request is consistent with the commercial zoning designations adjacent to the subject property.

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 **City C-M (Commercial-Medium)** zoning district.