



PLZ-24-22

City of Greensboro Planning Department
Zoning Staff Report

City Council Hearing Date: September 24, 2024

GENERAL INFORMATION

APPLICANT	Tom Terrell, Jr. for Moses H. Cone Memorial Hospital on behalf of Centenary Methodist Church of Greensboro, Inc.	
HEARING TYPE	Rezoning Request	
REQUEST	R-5 (Residential Single-family – 5) to CD-PI (Conditional District – Public and Institutional)	
CONDITIONS	1. All uses permitted in the PI zoning district except: Elementary/Secondary Schools; Clubs and Lodges; Golf Courses; Shooting Ranges; Sporting and Recreation Camps; and Funeral Homes and Crematoriums.	
LOCATION	2300 West Friendly Avenue	
PARCEL ID NUMBER(S)	7854690201	
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). 137 notices were mailed to those property owners in the mailing area.	
TRACT SIZE	5.26 Acres	
TOPOGRAPHY	Generally flat	
VEGETATION	Landscaped around the periphery	
SITE DATA		
Existing Use	Religious Assembly	
Adjacent Zoning	Adjacent Land Uses	
N	O (Office) and PI (Public and Institutional)	Medical offices and common areas

E	R-5 (Residential Single-family – 5)	Single-family dwellings
S	R-5 (Residential Single-family – 5)	Single-family dwellings
W	CD-PI (Conditional District - Public and Institutional)	Wesley Long Community Hospital

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 this property since the adoption of the Land Development Ordinance (LDO) in July 2010. Prior to the adoption of the LDO, this property was zoned RS-9 (Residential Single family).

ZONING DISTRICT STANDARDS

District Summary *

Zoning District Designation:	Existing	Requested
	R-5	CD-PI
Max. Density:	Up to 5 dwelling units/acre	N/A
Typical Uses	Typical uses in the R-5 district include single family residential of up to 5 dwelling units per acre.	All uses permitted in the PI zoning district except: Elementary/Secondary Schools; Clubs and Lodges; Golf Courses; Shooting Ranges; Sporting and Recreation Camps; and Funeral Homes and Crematoriums.

**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 located within the W. Friendly Avenue Visual Corridor, which prohibits establishment of new outdoor advertising signs therein.

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 North Buffalo Creek, Non-Watersupply Watershed Watershed

Floodplains N/A

Streams N/A

Other: If site disturbs >1 acre and increases the BUA amount, site must meet current Phase 2 watershed requirements, Water Quality and Water Quantity control must be addressed.

Utilities (Availability)

Water and sewer are available on W Friendly Av, N Elam Av and Villa Dr. 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 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 5.26 acres, 10% of parcel size to be dedicated in critical root zone for Tree Conservation.

Transportation

Street Classification: West Friendly Avenue – Major Thoroughfare.
North Elam Avenue – Collector Street.

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

Traffic Counts: West Friendly Avenue AADT = 15,500 (NCDOT, 2019)

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 currently exist along the W Friendly Avenue frontage of this property.

- Transit in Vicinity: Yes, GTA Route 9 (West Market Street) is adjacent to the subject site, along West Friendly Avenue.
- Traffic Impact Study: No TIS required for rezoning. TIS warrants to be reviewed based on site (TIS) plans submitted for TRC review. Any required TIS will be finalized prior to TRC approval.
- Street Connectivity: N/A.
- Other: N/A.

IMPACT/POLICY ANALYSIS

Land Use Compatibility

The proposed **CD-PI (Conditional District – Public and Institutional)** zoning district, as conditioned, would allow land uses that are compatible with the general character of the area.

GSO2040 Comprehensive Plan Policies

The **GSO2040** Future Land Use Map designates this location as **Residential**. The **GSO2040** Future Built Form Map designates this location as **Urban Central**. The requested **CD-PI (Conditional District – Public and Institutional)** zoning district, as conditioned, is supported by the land use and future built form designations.

GSO2040 Written Policies

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.

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.

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.

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.

The subject property is not within the Friendly Avenue Area Plan.

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 property is approximately 5.26 acres and contains a religious assembly use. North of the request contains medical offices and common areas, zoned O (Offices) and PI (Public and Institutional). East and south contain single-family dwellings, zoned R-5 (Residential Single-family – 5). West contains Wesley Long Community Hospital, zoned CD-PI (Conditional District - Public and Institutional).

The proposed rezoning request supports the Comprehensive Plan’s Becoming Car Optional strategy to encourage new development that is compatible with the intended use of the adjacent roadway. The request also supports the Comprehensive Plans Filling In Our Framework goal to arrange our land uses for to create a more vibrant and livable Greensboro.

The GSO240 Comprehensive Plan’s Future Land Use Map designates this property as Residential. The 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 properties as Urban Central. Applicable characteristics of the Urban Central 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;
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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 CD-PI zoning district, as conditioned, would allow all uses in the PI zoning district except: Elementary/Secondary Schools; Clubs and Lodges; Golf Courses; Shooting Ranges; Sporting and Recreation Camps; and Funeral Homes and Crematoriums. The proposed uses are compatible with the general character of the area. Also the change in the zoning for this property is appropriate given its location on the West Friendly Avenue major thoroughfare.

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-PI (Conditional District - Public and Institutional)** zoning district.