



PLZ-25-12

City of Greensboro Planning Department Zoning Staff Report

City Council Hearing Date: March 18, 2025

GENERAL INFORMATION

APPLICANT	William H. Johnson, Jr.
HEARING TYPE	Rezoning Request
REQUEST	R-3 (Residential Single-family – 3) to CD-RM-12 (Conditional District - Residential Multi-family – 12)
CONDITIONS	<ol style="list-style-type: none">1. Uses limited to a maximum of 8 dwelling units.2. Building façade materials shall consist of no less than 75 percent wood, stone, glass, brick, and/or cementitious material. Neither vinyl siding nor Exterior Insulation Finishing Systems (EIFS) shall be used in building façades. Vinyl materials may be used as part of windows, doors, and trim.3. The development shall be limited to no more than two (2) access points to Willoughby Boulevard and shall have no access points on Pisgah Church Road.4. Each townhouse dwelling shall have a rear entry garage and take driveway access from a private street or drive.
LOCATION	1201 Pisgah Church Road
PARCEL ID NUMBER(S)	7866052007
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). 131 notices were mailed to those property owners in the mailing area.
TRACT SIZE	0.86 acres
TOPOGRAPHY	Slopes downward to the southwest
VEGETATION	Wooded

SITE DATA

Existing Use	Undeveloped
Adjacent Zoning	Adjacent Land Uses
N R-3 (Residential Single-family – 3)	Single-family dwellings
E R-3 (Residential Single-family – 3)	Single-family dwellings

S	R-3 (Residential Single-family – 3)	Drainageway and open space
W	R-3 (Residential Single-family – 3)	Single-family dwelling

Zoning History

Case #	Date	Request Summary
N/A	N/A	The subject properties are currently zoned R-3 (Residential Single-family – 3). That has been the zoning on these properties since the adoption of the Land Development Ordinance (LDO) in July 2010. Prior to the adoption of the LDO, the properties were zoned RS-12 (Residential Single-family).

ZONING DISTRICT STANDARDS**District Summary ***

Zoning District Designation:	Existing R-3	Requested CD-RM-12
Max. Density:	3 dwellings/acre	11.63 dwellings/acre
Typical Uses	Typical uses in the R-3 district include single family residential of up to 3 dwelling units per acre.	Uses shall be limited to a maximum of 10 dwelling units.

**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 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-Water Supply Watershed Watershed

Floodplains N/A

Streams N/A

Other: Site must meet current watershed requirements for Water Quantity. Water Quantity Control State / Corps permits are required for any stream or wetland disturbance or crossing.

Utilities (Availability)

Water is available on Pisgah Church Road and Willoughy Blvd. Sewer is available on Pisgah Church Road and an outfall that runs through the southwest side of the property. 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:****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 / Commercial: 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 property / same LUC (land use class): 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.

On lots of record that existed prior to July 1, 1992 that are less than 55,000 square feet in area, no development is required to landscape more than 15% of the site.

Tree Conservation:

For 0.86 acres, 1% of parcel size in critical root zone to be dedicated for Tree Conservation.

Transportation

Street Classification:	Pisgah Church Road – Major Thoroughfare. Willoughby Boulevard – Minor Thoroughfare.
Site Access:	All access(es) must be designed and constructed to the City of Greensboro standards.
Traffic Counts:	Pisgah Church Road AADT = 16,000 (NCDOT, 2023). Willoughby Boulevard AADT = 3,200 (NCDOT, 2023).
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:	No.
Traffic Impact Study: (TIS)	No TIS required per Ordinance.
Street Connectivity:	N/A.
Other:	N/A.

IMPACT/POLICY ANALYSIS**Land Use Compatibility**

The proposed **CD-RM-12 (Conditional District - Residential Multi-family – 12)** zoning district would allow land uses that are compatible with the area's general character.

GSO2040 Comprehensive Plan Policies

The **GSO2040** Future Land Use Map designates this location as **Residential**. The proposed **CD-RM-12 (Conditional District - Residential Multi-family – 12)**, as conditioned, would allow for uses that are compatible with that designation. The **GSO2040** Future Built Form Map designates this location as an **Urban General Place Type**.

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 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 2 – Invest in building and maintaining quality, accessible public recreation centers, libraries, neighborhood park facilities and other services to sustain livable neighborhoods.

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.

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 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

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 property contains approximately 0.86 acres and is currently undeveloped. North, south, and west of the request contain single-family dwellings, zoned R-3 (Residential Single-family – 3). South of the subject property contains dedicated drainageway and open space, zoned R-3 (Residential Single-family – 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 GSO2040 Comprehensive Plan's Future Land Use Map designates the property as Residential. The Residential classification includes both single- and multi-family residential uses. 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 GSO2040 Comprehensive Plan's Future Built Form Map currently designates the subject property as Urban General. Applicable 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.
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 CD-RM-12 zoning district, as conditioned, would allow uses that are compatible with the surrounding area. The proposed density is appropriate as the subject property is located at the intersection of a minor and a major thoroughfare. 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-RM-12 (Residential Multi-family – 12)** zoning district.