



PLZ-25-30

**City of Greensboro Planning Department
Zoning Staff Report**

City Council Hearing Date: July 15, 2025

GENERAL INFORMATION

APPLICANT	Michael S. Fox for Carrol at Hobbs, LLC
HEARING TYPE	Rezoning Request
REQUEST	PUD (Planned Unit Development) to PUD (Planned Unit Development) and consideration of the required Unified Development Plan
CONDITIONS	<ol style="list-style-type: none">1. Permitted uses shall include all uses allowed in the Planned Unit Development zoning district, except for the following:<ol style="list-style-type: none">a. Eating and Drinking Establishments with Drive-through Facilities;b. Animal Shelters;c. All Community Scale Cultural and Community Uses;d. Day Care Centers;e. All Educational Uses;f. Governmental Buildings;g. Group Care Facilities;h. Clubs and Lodges;i. Shooting Ranges;j. Tourist Homes (Bed and Breakfast);k. Night Clubs;l. Funeral Homes and Crematoriums;m. Veterinary Services, Pet Grooming, Kennels;n. ABC Stores;o. Convenience Store with Fuel Pumps;p. Garden Centers;q. Pawnshops;r. Sexually Oriented Businesses;s. Vehicle Sales and Service;t. Car Washes; andu. Tattoo Parlors
LOCATION	3510-3516 West Friendly Avenue and 805-807 Hobbs Road
PARCEL NUMBER	7855114622, 7855113644, 7855111699, 7855113816, and 7855113915

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). **147** notices were mailed to those property owners in the mailing area.

TRACT SIZE

6.61 Acres

TOPOGRAPHY

Slopes upward toward the rear of the property

VEGETATION

Wooded

SITE DATA**Existing Use**

Undeveloped land

Adjacent Zoning**Adjacent Land Uses**

N	CD-R-5 (Conditional District - Residential Single-family – 5)	Single-family dwellings
E	CD-C-M (Conditional District - Commercial – Medium)	Shopping center
S	R-3 (Residential Single-family – 3)	Single-family dwellings
W	R-3 (Residential Single-family – 3) and CD-O (Conditional District - Office)	Religious assembly use

Zoning History**ZONING DISTRICT STANDARDS****District Summary ***

Zoning District Designation:	Existing (PUD)	Requested (PUD)
Max. Density:	3.44 dwelling units/acre	37.8 dwelling units/acre as indicated on the Unified Development Plan

**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 Ave. Visual Corridor Overlay Zone.

July 17, 2025

- d. Windows, bays, varying shades of brick, or other articulation shall be introduced at least every 15 feet to eliminate blank walls.
10. Building exteriors in the non-residential area, at a minimum, shall consist of 85% brick or stone veneer. In the residential area, building exteriors shall be no less than 90% brick (excluding windows, doors and garages) and use architectural shingles for roof.
11. Residential buildings adjoining the northern property line shall not exceed 1.5 (one and a half) stories in height and shall not have balconies on the northern side of the buildings.
12. Loading and service areas and dumpsters shall be screened by masonry walls 8 feet in height.
13. Developer shall prepare a tree survey when addressing LDO tree conservation requirements (Section 30121.5).
14. To provide compatibility with surrounding properties, any building located within 50 feet of the northern lot line, and with a facade oriented towards Hobbs Rd, shall include a doorway visible from Hobbs with an ADA compliant pedestrian connection to the public sidewalk.
15. Dumpsters (not including rolloff compactors) shall be nonmetal and shall not be emptied between 8:00 p.m. and 8:00 a.m.
16. Product deliveries may not be made between 9:00 p.m. and 7:00 a.m.
17. No retail business may be open prior to 6:00 a.m. Retail businesses other than grocery stores and restaurants shall close by 10:00 p.m. Grocery stores shall close by 11:30 p.m. and restaurants shall close by 12:00 a.m.
18. Building setbacks along the northern boundary shall not be less than 20 feet.
19. Nonresidential buildings shall not exceed 35 feet in height.

Z-14-01-005 February 10, 2014

The Zoning Commission voted 8-1 to approve this request; however, it was withdrawn before City Council could render a decision.

N/A

N/A

The properties were previously zoned R-3 (Residential Single-family – 3) and had been since the adoption of the Land Development Ordinance in July 2010. Prior to the adoption of the LDO, the subject properties were zoned RS-12 (Residential Single-family).

- 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 >1 acre 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. Site is located within the PTI 5 mile statue radius. No BMP/SCM is allowed that holds a normal pool elevation without engineer's documentation. State/Corps permits are required for any stream or wetland disturbance or crossing.

Utilities (Availability)

Water and sewer are available on W Friendly Avenue and Hobbs Road. Private developer shall ensure all extensions to the property and on site water and sewer meet the City of Greensboro and NCDEQ's 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 Single-family / Religious Assembly / Office 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.

Parking Lots:

Trees for required parking spaces: 1 canopy tree per 12 spaces, in islands or medians within the parking lot.

Tree Conservation: For 6.61 acres, 10% of lot size in critical root zone preserved for Tree Conservation.

Transportation

Street Classification: West Friendly Avenue – Major Thoroughfare.
Hobbs Road – Collector Street.

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

Traffic Counts: West Friendly Avenue AADT = 16,500 vpd (NCDOT, 2023).
Hobbs Road AADT = 3,600 vpd (NCDOT, 2023).
North Holden Road AADT= 15,000 vpd (NCDOT, 2023).

Trip Generation: 24 Hour = 6,573, AM Peak Hour = 402, PM Peak Hour = 691.

Sidewalks: Sidewalks are a requirement of the Development Ordinance and shall be installed per the Streets Design Standards Manual. Sidewalk does exist along the West Friendly Avenue frontage of this property.

Transit in Vicinity: Yes, GTA Route 7 (Friendly Avenue) is adjacent to the subject site, along West Friendly Avenue.

Traffic Impact Study: Yes, required per TIS Ordinance. Please see the end of this staff report (TIS) for the Executive Summary of the **DRAFT** TIS.

Street Connectivity: N/A.

Other: N/A.

IMPACT/POLICY ANALYSIS

Comprehensive Plan Consistency

In determining whether the proposed zoning is consistent with these designations, use the following questions to frame the discussion. This is not a checklist, but a set of questions to guide the determination of consistency with the Comprehensive Plan. If the answers to these questions are generally in the positive, the rezoning request should be deemed consistent with the Comprehensive Plan.

1. Is the proposed rezoning in an area with an adopted neighborhood, corridor, Redevelopment, or small area plan, and if so is it consistent with that plan?
2. Does the proposed rezoning support uses anticipated within the Comprehensive Plan's Future Land Use Map and Future Built Form Map designations?
3. Is the site for the proposed zoning district in an Activity Center or directly adjacent to an Activity Center?

4. Are the uses permitted within the proposed zoning district found elsewhere within the same Future Built Form (center, place type, or corridor), or can the same uses be found in an area with the same Future Built Form designation elsewhere in Greensboro?
5. Are the uses permitted within the proposed zoning district of a similar scale, intensity, or offsite impact as existing nearby uses?
6. If warranted due to differences in the zoning, use, or scale of adjacent properties, can the property proposed for rezoning accommodate a satisfactory transition to the existing scale and intensity of existing, adjacent uses?
7. Are the uses permitted within the proposed zoning district compatible with the scale and design of the adjacent road?
8. Would the proposed rezoning or land use change impact the existing adjacent land uses? Is the proposed zoning compatible with existing adjacent land uses? Would the proposed change make a use or building nonconforming or increase the degree of nonconformity?
9. Will the proposed zoning accommodate development that permits the extension of the existing and planned street and sidewalk system and the plan's priorities for interconnection of adjacent neighborhoods?
10. Does the proposed change in zoning support one of the Big Ideas such as Growing Economic Competitiveness, Filling in our Framework, or Creating Great Places, as discussed on page 75 of the Comprehensive Plan?

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 **Mixed Use Commercial in the Friendly Avenue Plan**. The **GSO2040** Future Built Form Map designates this location as **Urban General**. The subject site is also located in an **Urban (Mixed-Use) Corridor** and adjacent to a **Regional Scaled Activity Center**.

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.

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. The City of Greensboro's previous comprehensive plan, Connections 2025, provides general guidance for changes in land use based on policy statements and the Generalized Future Land Use Map (GFLUM) for the Friendly Avenue Plan.

Mixed Use Commercial: This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses

are complementary. Where applied to older highway corridors characterized by “strip” commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner. New “strip” commercial development is discouraged.

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.

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.

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.

Regional Scaled Activity Centers, in addition to the characteristics referenced in Neighborhood and Community Scaled Activity Centers, should also reflect these characteristics:

1. Development is in close proximity and has a high degree of accessibility to High Frequency Transit Service.
2. Safe access by automobile to and from the site is essential, as are logical and clear driving paths within developments.
3. Cross access easements between commercial properties limit roadway congestion and contribute to walkable commercial environments.
4. Development is separated from residential neighborhoods and other low intensity uses.
5. Infrastructure capacity serves the highest densities and intensities of use.
6. Storm water management is integrated into site plans and landscape plans.
7. Adopted design standards and best design practices result in pedestrian-scaled building design that breaks up uninterrupted building walls and blank facades with the use of architecture, fenestration, building material changes, and greenwalls.

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

Friendly Avenue Area Plan

The proposed rezoning is consistent with the Future Land Use designation in the Friendly Avenue Area Plan. The rezoning is supported by policies in the plan found on page 14:

- Focus new development and a greater mix of uses onto land already commercially developed. Although this site is not developed currently, it was zoned as a PUD at the time the plan was developed and adopted.
- Design new development to match and not disrupt the surrounding community.

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 adjacent Friendswood Neighborhood, (the boundaries of which, as identified by said neighborhood, are located to the east of the subject site).

Staff's Unified Development Plan (UDP) Analysis

On September 1, 2020 the Zoning Commission assumed responsibility for reviewing Unified Development Plans in conjunction with a rezoning request 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 Zoning Commission must review the UDP for consistency with the approved Planned Unit Development (PUD) Concept Plan and zoning conditions.

The Technical Review Committee reviewed and approved the Unified Development Plan (UDP) on June 6, 2025.

Staff's Rezoning Analysis

The subject properties are approximately 6.61 acres and are undeveloped. North of the request contains single-family dwellings, zoned CD-R-5 (Conditional District - Residential Single-family – 5). East of the request contains a shopping center, zoned CD-C-M (Conditional District - Commercial – Medium). South of the request contains single-family dwellings, zoned R-3 (Residential Single-family – 3). West of the request contains a religious assembly use, zoned R-3 (Residential Single-family – 3) and CD-O (Conditional District - Office).

The proposed rezoning request supports the Comprehensive Plan's Filling In Our Framework Big Idea to encourage higher density, mixed-use, walkable infill development. It also supports the Comprehensive Plan's Growing Economic Competitiveness Big Idea to build a prosperous, resilient economy that creates equitable opportunities to succeed.

The Comprehensive Plan's Future Land Use Map shows this property as within the Friendly Avenue Plan. The Friendly Avenue Plan designates the properties as Mixed Use Commercial. The Mixed Use Commercial designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by "strip" commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner. New "strip" commercial development is discouraged.

The Friendly Avenue Plan recommends that new development include a greater mix of uses and be located on land already commercially developed. Although this site is not developed currently, it was zoned as a PUD at the time the plan was developed and adopted.

The Comprehensive Plan's Future Built Form Map also currently designates the properties as Urban General. Applicable characteristics of the Urban General classification include, but are not limited to 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 subject properties are also located within an Urban Mixed-Use Corridor and adjacent to a Regional Scaled Activity Center.

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.

Regional Scaled Activity Centers, in addition to the characteristics referenced in Neighborhood and Community Scaled Activity Centers, should also reflect these characteristics:

1. Development is in close proximity and has a high degree of accessibility to High Frequency Transit Service.
2. Safe access by automobile to and from the site is essential, as are logical and clear driving paths within developments.
3. Cross access easements between commercial properties limit roadway congestion and contribute to walkable commercial environments.
4. Development is separated from residential neighborhoods and other low intensity uses.
5. Infrastructure capacity serves the highest densities and intensities of use.
6. Storm water management is integrated into site plans and landscape plans.
7. Adopted design standards and best design practices result in pedestrian-scaled building design that breaks up uninterrupted building walls and blank facades with the use of architecture, fenestration, building material changes, and greenwalls.

The proposed PUD zoning designation, as conditioned, would allow a mix of residential and nonresidential uses that are complimentary to uses permitted in the surrounding area. The proposed uses and density are appropriate because the property is located along a major thoroughfare and directly adjacent to a Regional Scaled Activity Center. 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.

TRAFFIC IMPACT STUDY - DRAFT

EXECUTIVE SUMMARY

The Hobbs Friendly Mixed-Use proposed development is located in the northwest quadrant of W. Friendly Avenue and Hobbs Road in Greensboro, NC. It will consist of 550-unit mini storage, 250 apartment units, 150-room hotel, 50,000 square feet of office, 30,000 square feet of retail, three (3) 5,000 square feet of fast casual restaurants and 5,000 square feet of high-turnover sit-down restaurant. On W. Friendly Avenue there are two (2) proposed access points and on Hobbs Road there are three (3) proposed access points. The expected build-out year for this development is 2028, per Greensboro Department of Transportation (GDOT) guidelines the analysis year will be build plus one year (2029). Information regarding the property was provided by The Carroll Companies.

DAVENPORT was retained to determine the potential traffic impacts of this development and to identify transportation improvements that may be required to accommodate the impacts of the new development traffic.

The Transportation Impact Analysis (TIA) was performed based on the scope agreed upon with GDOT and NCDOT. This site has a trip generation potential of 6,573 daily trips, 286 trips in the AM peak hour, and 332 trips in the PM peak hour.

In conclusion, this study has determined the potential traffic impacts of this development and recommendations have been given where necessary to mitigate the impacts of future traffic. The analysis indicates that with the recommended improvements in place, the proposed site is not expected to have a detrimental effect on transportation capacity and mobility in the study area. The recommendations summarized in Figure A and in Table A should be constructed to comply with applicable NCDOT *Policy on Street and Driveway Access to North Carolina Highways* and local standards.

Table A – Summary of Recommended Improvements	
INTERSECTION	RECOMMENDATIONS
W. Friendly Avenue at Holden Road (signalized)	<ul style="list-style-type: none"> No improvements are recommended.
W. Friendly Avenue at Wedgedale Avenue/ Site Access 2 (unsignalized)	<ul style="list-style-type: none"> Align proposed access to Wedgedale Avenue Provide a separate egress southbound left-through and right turn lanes Design site drive according to applicable GDOT standards.
W. Friendly Avenue at Hobbs Road (signalized)	<ul style="list-style-type: none"> Restripe the southbound lanes to a dedicated left turn lane and a shared through-right turn lane Modify the signal
W. Friendly Avenue at Shops at Friendly Center Access (signalized)	<ul style="list-style-type: none"> No improvements are recommended.
Hobbs Road at Landing Court/ Friendly Center Access (unsignalized)	<ul style="list-style-type: none"> No improvements are recommended.
Hobbs Road at Northline Avenue (signalized)	<ul style="list-style-type: none"> No improvements are recommended.
W. Friendly Avenue at Site Access 1	<ul style="list-style-type: none"> Provide a separate egress southbound left and right turn lanes Design site drive according to applicable GDOT standards.
Hobbs Road at Site Access 3	<ul style="list-style-type: none"> Construct access as right-out only Design site drive according to applicable GDOT standards.
Hobbs Road at Site Access 4	<ul style="list-style-type: none"> Provide a full storage northbound left turn lane from W. Friendly Avenue to the access point Design site drive according to applicable GDOT standards.
Hobbs Road at Site Access 5	<ul style="list-style-type: none"> Provide a northbound left turn lane of 100 feet of storage and appropriate taper Design site drive according to applicable GDOT standards.

