



PLZ-25-24

City of Greensboro Planning Department Zoning Staff Report

City Council Hearing Date: July 15, 2025

GENERAL INFORMATION

APPLICANT	Amanda Hodierne, Ernie Reinstein, and Jason Simon on behalf of Molly Biggs
HEARING TYPE	Annexation and Original Zoning Request
REQUEST	County AG (Agricultural) to City CD-LI (Conditional District - Light Industrial)
CONDITIONS	<ol style="list-style-type: none">1. Permitted uses shall include all uses allowed in LI zoning district except: Cemeteries; Auditoriums, Coliseums, and Stadiums; Bus and Rail Terminal; Shooting Range; Amusement or Water Park, Fairgrounds; Hotels and Motels; Single Room Occupancy Residences; Inert Debris Landfill, Minor (Temporary Use); and Animal Shelter.2. There shall be an enhanced visual screen along the western property boundary with the residential properties located at 3520 & 3524 McConnell Road that includes the following: Existing canopy trees in the required Type A buffer yard shall be saved as much as possible. Any new plantings in the required Type A landscape buffer yard shall be of evergreen material for year round screening. Any additional required canopy trees will be substituted with 2 understory trees for each required canopy tree to ensure full visual screening from ground level.
LOCATION	3526 McConnell Road
PARCEL ID NUMBER(S)	7894026081
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). 55 notices were mailed to those property owners in the mailing area.
TRACT SIZE	0.936 acres
TOPOGRAPHY	Generally flat

VEGETATION

Wooded

SITE DATA

Existing Use		Single-family dwelling
	Adjacent Zoning	Adjacent Land Uses
N	County RM-18-MH (Residential Multi-family with a Manufactured Housing Overlay)	Manufactured home park
E	City CD-LI (Conditional District - Light Industrial)	Undeveloped land
S	City CD-LI (Conditional District - Light Industrial)	Undeveloped land
W	County AG (Agricultural)	Single-family dwellings

Zoning History

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

ZONING DISTRICT STANDARDS**District Summary ***

Zoning District Designation:	Existing County AG	Requested (City CD-LI)
Max. Density:	1 dwelling per acre	N/A
Typical Uses	Primarily intended to accommodate various agricultural uses.	Permitted uses shall include all uses allowed in LI zoning district except: Cemeteries; Auditoriums, Coliseums, and Stadiums; Bus and Rail Terminal; Shooting Range; Amusement or Water Park, Fairgrounds; Hotels and Motels; Single Room Occupancy Residences; Inert Debris Landfill, Minor (Temporary Use); and Animal Shelter.

**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 Watershed Site drains to the South to Lake MackIntosh, Watersupply Watershed WS-IV, Little Alamance Creek sub-basin

Floodplains N/A

Streams N/A

Other: Site must meet current watershed requirements, Water Quality and Water Quantity Control must be addressed for the entire development. 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. State/Corps permits are required for any stream or wetland disturbance or crossing.

Utilities (Availability)

Water is available on McConnell Road. Sewer is available approximately 2,115 feet to the southeast of the property on the south side of I-40. 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**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 A buffer yard, with an average width of 45', a minimum width of 35', and a planting rate of 4 canopy trees, 10 understory trees and 33 shrubs per 100 l.f.

Adjacent to vacant property: 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 0.936 acres, 1% of parcel size to be dedicated in critical root zone for Tree Conservation.

Transportation

Street Classification: McConnell Road – Minor Thoroughfare.

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

Traffic Counts: McConnell Road AADT = 4,300 vpd (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 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**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 **City CD-LI (Conditional District – Light Industrial)** zoning district 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 Industrial. The requested **City CD-LI (Conditional District – Light Industrial)** zoning district would allow uses that are generally consistent with those currently on the property and described in the **Industrial** future land use designation. The **GSO2040** Future Built Form Map designates this location as **Planned Industrial District**. The subject property is located in **Growth Tier 1** of the Growth Tiers Map.

GSO2040 Written Policies:

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

Goal B – Increase and preserve the inventory of developable sites compatible with corporate and industrial uses.

Strategy 1 – Work with community partners to ensure that the appropriate sites on Greensboro's periphery are designated as Industrial on the Future Land Use map. Development should focus on industrial uses first.

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.

Industrial: includes light and heavy manufacturing, assembly and fabrication, and warehousing, logistics and distribution centers. Greensboro has seen a loss of land suitable for and attractive to industrial development, and it is critical that these areas be protected for larger industrial development opportunities.

Future Built Form

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.

Planned Industrial Districts should reflect these characteristics:

1. Employment or employment support uses only are permitted. Support could include retail, services, and housing but only if new uses do not undermine the potential for future job creation.
2. Employment areas are protected from erosion by non-employment uses so that their viability for industrial and other uses that create quality, living-wage jobs is not lessened. This could include guarding against loss of important road or rail access, having contiguous land broken up into smaller pieces, or introducing new housing or other uses that can later claim that the employment uses are not compatible.
3. They have a demonstrated tolerance for noise, trucking, and other off-site impacts.
4. They are sufficiently supported by roadways, rail lines, and other infrastructure.
5. Employment and employees are supported and connected through transit, bicycle and pedestrian access and connections, and the installation of high-quality infrastructure such as bus shelters, heating, lights, and data displays.
6. Adaptive reuse of older industrial and commercial property is encouraged.
7. Inactive uses, such as storage facilities, are screened by active uses along street frontages or located above or below street level.

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. In Growth Tier 1, due to the nearby presence of existing City infrastructure, the City is able to extend services currently, if an annexation is requested; Tiers 2 and 3 will require significant City investment to serve.

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 development with the surrounding community.

Staff Annexation Analysis

The subject property is currently located in the County. On September 1, 2020 the Planning and 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 stated that infrastructure is in place to provide City services to this location. The Technical Review Committee recommended approval of this annexation request at its June 2, 2025 meeting. The subject property is located within the Tier 1 Growth Area on the Growth Strategy map in the Comprehensive Plan. Since this property can be served by City utility providers, it is the City of Greensboro's policy to annex the property pending approval of the associated original zoning.

Staff Original Zoning Analysis

The subject property is approximately 0.936 acres and contains a single-family dwelling. North of the request contains a manufactured home park, zoned County RM-18-MH (Residential Multi-family with a Manufactured Housing Overlay). East and south of the request contain undeveloped land, zoned CD-LI (Conditional District – Light Industrial). West of the request contains a single-family dwelling, zoned AG (Agricultural).

The proposed original zoning request supports both the Comprehensive Plan's Filling In Our Framework Big Idea to arrange our land uses for where we live, work, attend school, shop and enjoy our free time to create a more vibrant and livable Greensboro and the Growing Economic Competitiveness Big Idea to increase and preserve the inventory of developable sites compatible with corporate and industrial uses.

The Comprehensive Plan's Future Land Use Map, designates this property as Industrial. The proposed City CD-LI (Conditional District – Light Industrial) zoning district would allow land uses that are compatible with the existing and emerging character of the area.

The Comprehensive Plan's Future Built Form Map currently designates this property as Planned Industrial District. The industrial designation includes light and heavy manufacturing, assembly and fabrication, and warehousing, logistics and distribution centers. Greensboro has seen a loss of land suitable for and attractive to industrial development, and it is critical that these areas be protected for larger industrial development opportunities.

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

1. Employment or employment support uses only are permitted. Support could include retail, services, and housing but only if new uses do not undermine the potential for future job creation.
2. Employment areas are protected from erosion by non-employment uses so that their viability for industrial and other uses that create quality, living-wage jobs is not lessened. This could include guarding against loss of important road or rail access, having contiguous land broken up into smaller pieces, or introducing new housing or other uses that can later claim that the employment uses are not compatible.
3. They have a demonstrated tolerance for noise, trucking, and other off-site impacts.
4. They are sufficiently supported by roadways, rail lines, and other infrastructure.
5. Employment and employees are supported and connected through transit, bicycle and pedestrian access and connections, and the installation of high-quality infrastructure such as bus shelters, heating, lights, and data displays.
6. Adaptive reuse of older industrial and commercial property is encouraged.
7. Inactive uses, such as storage facilities, are screened by active uses along street frontages or located above or below street level.

The proposed CD-LI zoning district, as conditioned, would limit permitted uses to all uses allowed in LI zoning district except: Cemeteries; Auditoriums, Coliseums, and Stadiums; Bus and Rail Terminal; Shooting Range; Amusement or Water Park, Fairgrounds; Hotels and Motels; Single Room Occupancy Residences; Inert Debris Landfill, Minor (Temporary Use); and Animal Shelter. The uses permitted under this request are similar to existing uses present in the surrounding area.

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 CD-LI (Conditional District – Light Industrial)** zoning district.

**TRAFFIC IMPACT ANALYSIS
WC MCCONNELL ROAD COMMERCE CENTER
GREENSBORO, NORTH CAROLINA**

EXECUTIVE SUMMARY

1. Development Overview

A Traffic Impact Analysis (TIA) was conducted for the proposed WC McConnell Road Commerce Center in accordance with the Greensboro Department of Transportation (GDOT) and North Carolina Department of Transportation (NCDOT) capacity analysis guidelines. The proposed development is to be located south of McConnell Road, between Youngs Mill Road and Clapp Farms Road in Greensboro, North Carolina. The proposed development, anticipated to be completed in 2024, is assumed to consist of up to 257,000 square feet of general light industrial. Site access is proposed via one (1) full movement driveway along McConnell Road located approximately 380 feet east of Ewing Drive.

2. Existing Traffic Conditions

The study area for the TIA was determined through coordination with NCDOT and GDOT and consists of the following existing intersections:

- McConnell Road and I-40 EB Ramps [unsignalized]
- McConnell Road and I-40 WB Ramps [signalized]
- McConnell Road and Clapp Farms Road [unsignalized]
- McConnell Road and Youngs Mill Road [unsignalized]

Existing peak hour traffic volumes were determined based on traffic counts conducted at the study intersections listed above in September 2023 by Quality Counts, LLC. during typical weekday AM (7:00 AM – 9:00 AM) and PM (4:00 PM – 6:00 PM) peak periods while schools were in session. Weekday AM and PM traffic volumes were balanced between study intersections, where appropriate.

3. Site Trip Generation

Average weekday daily, AM peak hour, and PM peak hour trips for the proposed development were estimated using methodology contained within the *ITE Trip Generation Manual*, 11th Edition. Table E-1 provides a summary of the trip generation potential for the site.

Table E-1: Site Trip Generation

Land Use (ITE Code)	Intensity	Daily Traffic (vpd)	Weekday AM Peak Hour Trips (vph)		Weekday PM Peak Hour Trips (vph)	
			Enter	Exit	Enter	Exit
General Light Industrial (110)	257,000 sq ft	1,018	157	22	11	68
<i>Truck Trips</i>			2	1	1	2
<i>Passenger Car Trips</i>			155	21	10	66

4. Future Traffic Conditions

Through coordination with NCDOT and GDOT, it was determined that an annual growth rate of 3% would be used to generate 2025 [build out + 1] projected weekday AM and PM peak hour traffic volumes. The following adjacent developments were identified to be considered under future conditions:

- Abberly McConnell
- McConnell Industrial II
- Brookhaven Mill Residential Development
- McConnell Commercial Development
- Clapp Farms Road Residential
- McConnell Pond

Based on coordination with NCDOT and GDOT, it was determined that no future roadway improvements would be included in future analysis scenarios. Improvements associated with adjacent developments or future roadway projects are currently not constructed or have construction timelines outside of the proposed development study year. Therefore, as a conservative analysis, these improvements were not analyzed.

The study analyzes traffic conditions during the weekday AM and PM peak hours for the following scenarios:

- 2023 Existing Traffic Conditions
- 2025 (Build Out + 1) No-Build Traffic Conditions
- 2025 (Build Out + 1) Build Traffic Conditions

5. Capacity Analysis Summary

The analysis considered weekday AM and PM peak hour traffic for 2023 existing, 2025 no-build, and 2025 build conditions. Refer to Section 7 of the TIA for the capacity analysis summary performed at each study intersection.

6. Recommendations

Based on the findings of this study, specific geometric and traffic control improvements have been identified at study intersections. The improvements are summarized below and are illustrated in Figure E-1.

Committed Improvements by Others

McConnell Road and Access A

- Construct Access A with one ingress and one egress lane (shared left-right lane)
- Construct a westbound McConnell Road left turn lane with 75 feet of storage and appropriate taper length.
- Provide at least 75 feet of Internal Protected Stem (IPS) length.

