

**CITY OF HIGH POINT  
PLANNING AND DEVELOPMENT DEPARTMENT**

**STAFF REPORT  
ZONING CASE 11-16  
December 13, 2011**

<b>Request</b>	
<b>Applicant:</b> City of High Point (City Council)	<b>Owner(s):</b> Guilford County, Community Housing of High Point LLC, and North Carolina Department of Transportation
<b>Zoning Proposal:</b> To rezone approximately 91.5 acres.	<b>From:</b> PI      Public & Institutional District <b>To:</b> RM-8    Residential Multifamily 8 District

<b>Site Information</b>	
<b>Location:</b>	Lying to the northwest and southwest of the Greensboro Road & I-74 interchange (formerly known as U.S. 311 Bypass) and extending to the eastern right-of-way line of I-74.
<b>Tax Parcel Numbers:</b>	Guilford County tax parcels 0182080, 0182090, 0183810 and 0184749
<b>Site Acreage:</b>	Approximately 91.5 acres <i>(40.72 acres of developable area)</i> <i>(50.78 acres of road right-of-way)</i>
<b>Current Land Use:</b>	Lying north of Greensboro Road is a vacant retirement facility consisting of a multistory building (4 & 5 stories) and several single story multifamily dwellings. Lying south of Greensboro Road are vacant buildings associated with a previous nursing home and vocational school.
<b>Physical Characteristics:</b>	The I-74 right-of-way is lying along the eastern half of the zoning site. Due to its interchange with Greensboro Road there are various elevation changes associated with this right of way. Parcels lying northwest of the interchange have a gentle to moderately sloping terrain. The parcels lying southwest of the interchange have a moderate to steeply sloping terrain. A perennial stream runs in an east-west direction through the mid-portion of this southern parcel and it is heavily wooded with steeper terrain near the stream.
<b>Water and Sewer Proximity:</b>	Both City of High Point water and sewer lines are within the abutting Greensboro Road and Deep River Road right-of-ways.  Upon the former Presbyterian Home retirement property, lying north of Greensboro Road, an 8-inch City sewer line runs in a northeasterly direction across the rear of the property. Also, a 6-inch water line is running through the middle of the site within a private drive that served the former multifamily dwellings. Upon the former Evergreen Nursing Home property, lying south of Greensboro Road, an 8-inch City sewer line runs in an east-west direction across the mid-portion of the site. Also, a 6-inch water line is within the private drive running along the eastern portion of the site.

<b>General Drainage and Watershed:</b>	<p>That portion of the zoning site lying north of Greensboro Road drains in a northerly direction and is within the City Lake General Watershed Area (GWA). That portion of the zoning site lying south of Greensboro Road drains toward the stream that runs through the middle of the site and is within the Oakdale General Watershed Area (GWA).</p> <p>For both the northern and southern portions of the site engineered storm water treatment measures are required for development with a total impervious surface area greater than 24% of the site, and for single family developments with a gross density of 2 units per acre or more.</p>
<b>Overlay District:</b>	None

<b>Adjacent Property Zoning and Current Land Use</b>				
<b>North:</b>	RS-9	Residential Single Family-9 District	Single family dwellings and vacant parcels ( <i>lying across I-74</i> )	
<b>South:</b>	RS-7	Residential Single Family-9 District	Church lying at the terminus of Kimery Street, a second church fronting along Cedrow Drive and I-74 right of way	
<b>East:</b>	RS-9	<i>Lying north of Greensboro Rd</i> Residential Single Family-9 District	Single family dwellings and vacant parcels ( <i>lying across I-74</i> )	
	HB	Highway Business District		
	CU-HB	<i>Lying south of Greensboro Rd</i> Conditional Use Highway Business District	Church, vacant parcels and single family dwellings ( <i>lying across I-74</i> )	
	CU GO-M	Conditional Use General Office Moderate Intensity District		
	RS-7	Residential Single Family-7 District		
<b>West:</b>	RM-12	<i>Lying north of Greensboro Rd</i> Residential Multifamily-12 District	Multifamily developments, church, single family dwelling, vacant parcel, beauty salon and commercial/ retail plaza ( <i>lying across Deep River Rd</i> )	
	RS-7	Residential Single Family-7 District		
	LO	Limited Office District		
	LB	Limited Business District		
			<i>Lying south of Greensboro Rd</i>	Vacant building (former bank), single family dwellings and church
	GB	General Business District		
	RS-7	Residential Single Family-7 District		

<b>Relevant Land Use Policies and Related Zoning History</b>	
<b>Land Use Plan Map Classification:</b>	<p>This site currently has the following Land Use Classifications:</p> <p><b>Institutional:</b> Public, quasi-public and institutional uses on large tracts are included in this classification.</p> <p><b>Pending Land Use Classification:</b></p> <p><b>Mixed Use Development:</b> This classification provides for the siting of a variety of land uses in close proximity to each other where this is desirable due to existing land use patterns, environmental constraints, the</p>

	need to preserve open space, the opportunity to provide alternative modes of transit and other factors.
<b>Land Use Plan Goals, Objectives &amp; Policies:</b>	<p>The following goals and objectives of the Land Use Plan are relevant to this request:</p> <p>Goal #2: Encourage development that enhances and preserves established neighborhoods;</p> <p>Goal #5: Promote an urban growth pattern that occurs in an orderly fashion and conserves the land resources of the city and its planning area.</p> <p>Obj.#4. Protect the City’s older, established neighborhoods, and promote their revitalization through needed infrastructure improvements and new residential investment;</p> <p>Obj. #8. Stimulate more efficient use of the City’s land resources by encouraging in-fill, mixed-use, cluster development and higher residential densities at appropriate locations;</p>
<b>Relevant Area Plan: Core City Plan</b>	<p>The <i>Core City Plan</i> does not contain a specific list of goals and objectives. However the following relevant policies were derived primarily from the <i>Sub-Areas Plans: Neighborhoods; Development &amp; Marketing Strategy: Neighborhood Housing; and Public Policies &amp; Fiscal Implications: Public Policy Revisions</i> sections of the plan.</p> <ul style="list-style-type: none"> <li>• Provide for new infill housing, especially where targeted to specific areas as a way to strengthen neighborhoods.</li> <li>• Protect and enhance the qualities of the Core City’s neighborhoods and make them positive places to reside.</li> </ul>
<b>Community Growth Vision Statement</b>	<p>Goal #2: Improve High Point’s older urban neighborhoods, while ensuring better future neighborhoods;</p> <p>Obj. #2H. Redirect a portion of High Point’s future residential growth to the Core City to revitalize the area.</p>
<b>Zoning History:</b>	There have been no recent zoning applications in this area over the past 10 years.

<b>Transportation Information</b>			
<b>Adjacent Streets:</b>	<b>Name</b>	<b>Classification</b>	<b>Approx. Frontage</b>
	Greensboro Road	Major Thoroughfare	1,560 ft.
	Deep River Road	Major Thoroughfare	1,800 ft.
	I-74	Major Thoroughfare	4,850 ft.
<b>Vehicular Access:</b>	At the time of development, the City Transportation Department will evaluate impact and note to a future developer required improvement and access requirements. In addition, NCDOT must approve any access and improvements to Greensboro Road and Deep River Road.		
<b>Traffic Counts:</b> <i>(Average Daily Trips)</i>	Greensboro Road	15,000 ADT (2009, 24 hour count)	
	Deep River Road	5,400 ADT (2009, 24 hour count)	
	I - 74	27,000 AD (2009, 24 hour count)	

<b>Estimated Trip Generation:</b>	Any estimates of anticipated traffic impacts are premature; at the time a specific development proposal is submitted traffic impacts can be analysis.		
<b>Traffic Impact Analysis:</b>	<b>Required</b>		<b>Comment</b>
	<u>Yes</u>	<u>No</u> X	N/A
<b>Pedestrian Access:</b>	Development of the property is subject to the sidewalk requirements in the Development Ordinance.		

<b>School District Comment</b>	
Any estimates of anticipated impacts to area schools are premature. At the time a specific development proposal is submitted school impacts can be analysis.	

**Staff Analysis**

The developable area proposed for rezoning is currently zoned Public & Intuitional (PI). The large institutional uses that once occupied these properties (Presbyterian Homes, Lifespan and Evergreen facilities) are now vacant. Due to the properties' location at the interchange with I-74, a mixture of higher intensity uses could be supported by the local community and those traveling along the Interstate.

There is currently a Land Use Plan Amendment (LUPA 11-04) pending for various neighborhoods within the Core City. The zoning site is one of several areas within the Core City where land use designations are proposed to be changed. LUPA 11-04 proposes a Mixed Use Development designation for the zoning site. The Planning and Zoning Commission gave the Land Use Plan Amendment a favorable recommendation on October 25, 2011 and City Council held a public hearing on November 21, 2011. As of the date of this report, the amendments are pending action before the City Council.

There have been no significant changes in the nature of development in this area for some time. Commercial uses are located upon parcels fronting along Greensboro Road and a mixture of residential uses occurs to the rear of these frontage parcels. However, the opening of the I-74 corridor and its interchange at Greensboro Road offers the opportunity to consider higher intensity development and commercial services upon parcels in the vicinity of the interchange.

Subject to the approval of LUPA Case 11-04, in which a Mixed Use Development designation is proposed, approval of the proposed RM-8 District provides an opportunity to achieve a higher intensity mixture of uses on these parcels. It also provides the opportunity for future developers of the zoning site to submit proposals to develop the mixed use concept, whether under conventional zoning or under specialized districts such as a Traditional Neighborhood (TN) or Planned Unit Development (PUD) Districts. The City is unable to advance mixed use zoning of the zoning site without a specific development proposal and the proposed RM-8 District provides the best protection to implement the pending Land Use Plan designation for these parcels.

### **Recommendation**

Subject to approval of the applicable portions of LUPA Case 11-04, staff recommends approval of the request to rezone this 91.5 acre area to the RM-8 District. The requested RM-8 District will be compatible with the surrounding area and in conformance with adopted plans.

### **Required Action**

#### **Planning and Zoning Commission and City Council:**

The NC General Statutes requires the Planning & Zoning Commission upon making its recommendation and the City Council upon rendering its decision must place in the official record a statement of consistency with the City's adopted plans. In addition, the City Council must also explain why the action taken to be reasonable and in the public interest.

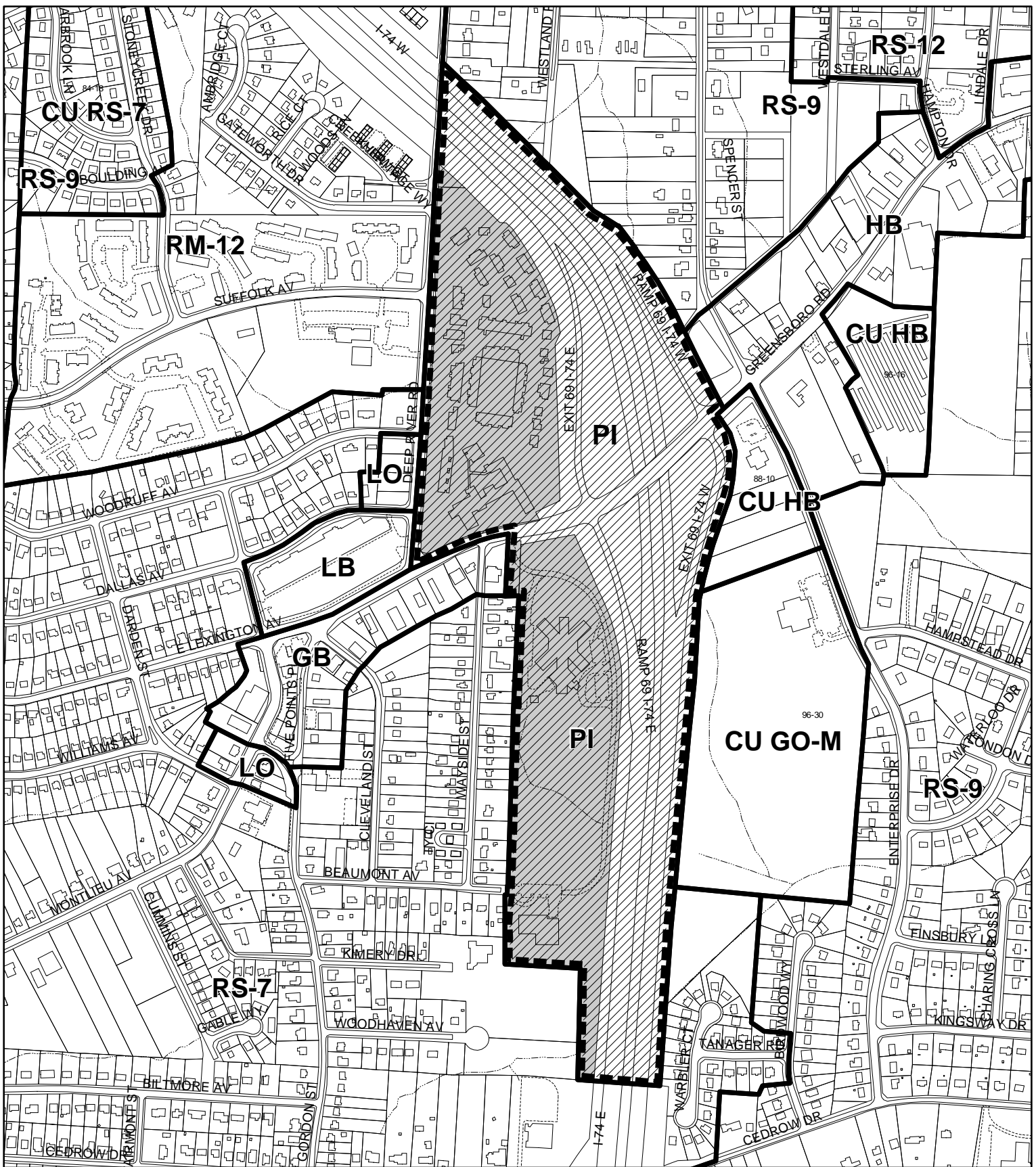
In this case, staff suggests that the approval of the applicant's request is reasonable and in the public interest because:

1. Subject to the approval of applicable portions of LUPA Case 11-04, in which a Mixed Use Development designation is proposed, the request is consistent with adopted plans.
2. The request addresses Goals #2 and #5 of the Land Use Plan in that it will encourage development that enhances and preserves established neighborhoods and will promote an orderly urban growth pattern.
3. Subject to the approval of applicable portions of LUPA Case 11-04, in which a Mixed Use Development designation is proposed, the requested RM-8 District provides the best opportunity to protect the zoning site for mixed use development.

The Planning and Zoning Commission and the City Council may adopt this statement, it may add to or change this statement, or, if the Council is in disagreement with the above statement it will need to formulate its own reasonableness / public interest statement.

### **Report Preparation**

This report was prepared by Planning and Development Department staff member Herbert Shannon Jr. AICP, Senior Planner and Heidi H. Galanti AICP, Planning Services Administrator, and reviewed by Robert Robbins AICP, Development Services Administrator and Lee Burnette AICP, Director.



# ZONING CASE 11-16

**From: Public Institutional  
To: Residential Multifamily-8**

**Existing Zoning Boundary** —————  
**Subject Property Boundary** - - - - -

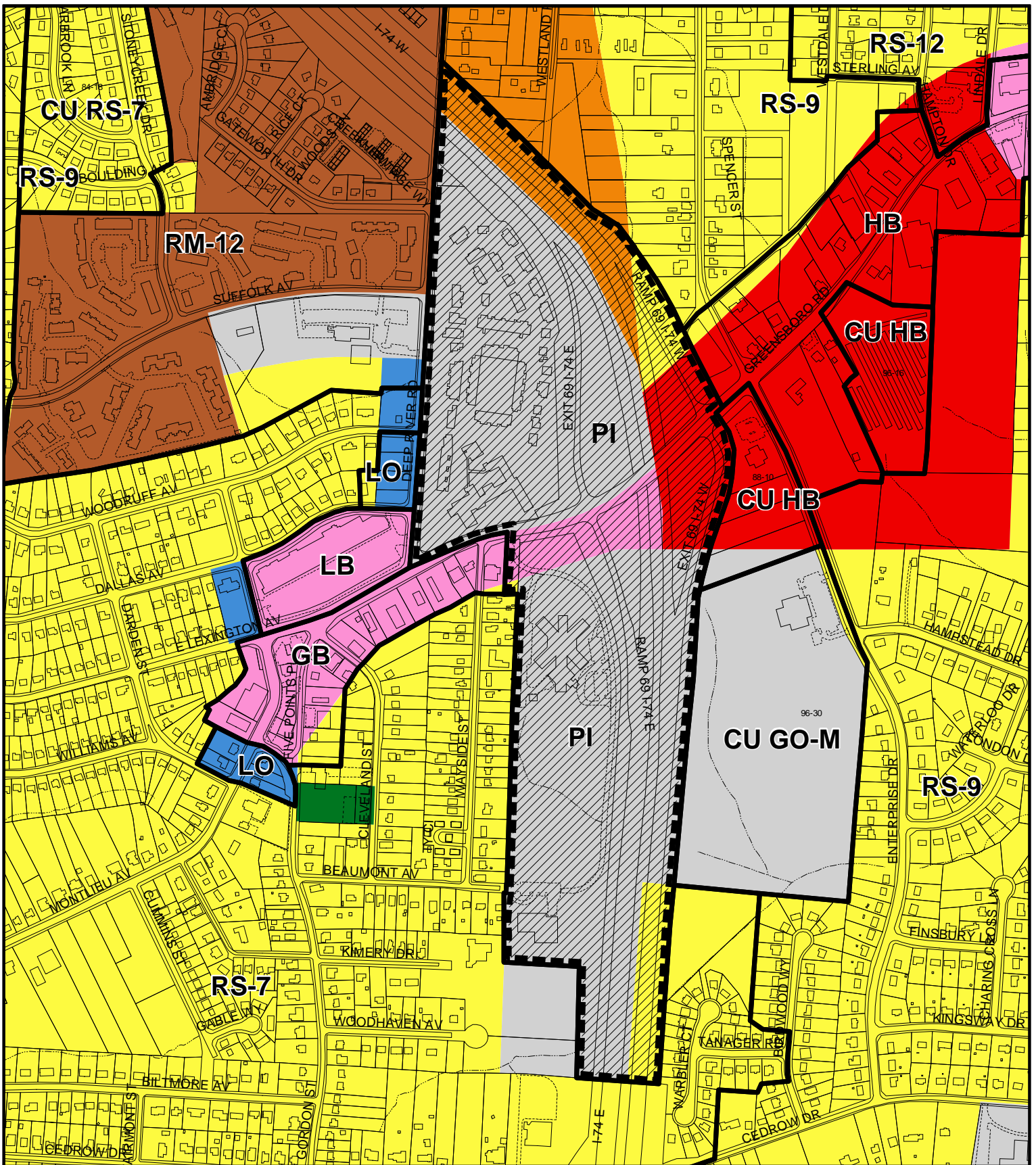
**Planning & Development  
Department**

**City of High Point**

**Date: November 16, 2011**



**Scale: 1"=600'**  
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# ZONING CASE 11-16

## Land Use Plan

- |                              |                               |
|------------------------------|-------------------------------|
| Low-Density Residential      | Office                        |
| Moderate-Density Residential | Local/Convenience Commercial  |
| Medium-Density Residential   | Community/Regional Commercial |
| Institutional                | Recreation/Open Space         |

Planning & Development  
Department

City of High Point

Date: December 9, 2011



Scale: 1"=600'  
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# ZONING CASE 11-16

Topography

Subject Property Boundary - - - - -

Planning & Development  
Department

City of High Point

Date: December 1, 2011



Scale: 1"=600'

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# ZONING CASE 11-16

