



Agenda

May 17, 2011

6:30 PM

Council Chambers, City Hall, 200 West Fifth Street

Assistive listening devices are available upon request for meetings held in the Council Chambers. If an interpreter is needed for deaf or hearing impaired citizens, please call 252-329-4422 (voice) or 252-329-4060 (TDD) no later than two business days prior to the meeting.

- I. CALL MEETING TO ORDER -
- II. INVOCATION - Dave Gordon
- III. ROLL CALL
- IV. APPROVAL OF MINUTES - April 19, 2011
- V. NEW BUSINESS

REZONINGS

- 1. Ordinance requested by Kyle and Amy Kay Moore to rezone 0.2785 acres located along the northern right-of-way of West 6th Street and 500± feet west of South Memorial Drive from MS (Medical-Support) to MCH (Medical-Heavy Commercial).
- 2. Ordinance requested by Ward Holdings, LLC to rezone 0.47 acres located along the southern right-of-way of Green Springs Drive, adjacent to Village Green Apartments, and 150± feet west of Monroe Street from OR (Office-Residential) to CG (General Commercial).
- 3. Ordinance requested by V-SLEW, LLC to rezone 6.587 acres located along the northern right-of-way of East 10th Street, 250± feet east of Bayt Shalom Synagogue and 1,300± feet west of Rolling Meadow Subdivision from OR (Office-Residential) to CG (General Commercial).
- 4. Ordinance requested by Century Financial Services Group, LLC and Reuben Turner to rezone 4.753 acres located along the northern right-of-way of East 10th Street, 1,000± feet east of Bayt Shalom Synagogue and 1,100± feet west of Rolling Meadow Subdivision from OR (Office-Residential) to CG (General Commercial).

- VI. ADJOURN

DRAFT OF MINUTES PROPOSED FOR ADOPTION BY THE GREENVILLE PLANNING
AND ZONING COMMISSION

April 19, 2011

The Greenville Planning and Zoning Commission met on the above date at 6:30 p.m. in the Council Chambers of City Hall.

Mr. Allen Thomas - *
Mr. Dave Gordon - X Ms. Linda Rich - X
Mr. Tony Parker - * Mr. Tim Randall - *
Mr. Bill Lehman - * Mr. Godfrey Bell, Sr. - *
Ms. Shelley Basnight - * Mr. Hap Maxwell - *
Mr. Charles Garner - X Ms. Cathy Maahs - Fladung - X
Mr. Brian Smith - *

The members present are denoted by an * and the members absent are denoted by an X.

VOTING MEMBERS: Parker, Lehman, Basnight, Smith, Randall, Bell, Maxwell

PLANNING STAFF: Merrill Flood, Community Development Director; Chantae Gooby, Planner; Michael Dail, Planner; Valerie Paul, Secretary

OTHERS PRESENT: Dave Holec, City Attorney; Rik DiCesare, Engineer; Jonathan Edwards, Communications Technician

MINUTES: Motion was made by Mr. Lehman, seconded by Mr. Parker, to accept the February 15, 2011 minutes as presented. Motion carried unanimously.

New Business

Rezoning

Ordinance requested by Trade Wilco to rezone 1.31± acres located at the southwest corner of the intersection of NC Highway 43 and MacGregor Downs Road from RA20 (Residential-Agricultural) to CN (Neighborhood Commercial).

Ms. Chantae Gooby, Planner, delineated the location of the property. A photograph of the property was presented. The majority of the surrounding property is farmland and single-family residences. The site is located in the watershed protection area. The intersection of HWY 43 and MacGregor Downs Road is a Neighborhood Focus Area where commercial is encouraged and anticipated. This rezoning will not generate any additional trips. In 2001, this area was part of a larger ETJ expansion and was zoned RA-20. At the time, there was a permit issued by Pitt County for a convenience store with gasoline sales. Currently, it is a nonconforming use. By virtue of this rezoning, it will become a conforming use. In staff's opinion, this request is in compliance with the Horizons: Greenville's Community Plan and the Future Land Use Plan Map.

Mr. Will Hilliard, The East Group, spoke in favor of the request and offered to answer any questions.

Mr. Bell said that it was a reasonable request and he was in favor of it.

Mr. Maxwell said that based on information given in the presentation, it would be like putting a stamp of approval on what has already happened.

Mr. Lehman asked if the City's zoning and the County's zoning coincide with each other for different classifications.

Ms. Gooby said that at the time it was not zoned because the County did not have zoning. She said that even now when a property comes out of the County and into the City it still has to go through a rezoning process.

Motion was made by Mr. Parker, seconded by Mr. Bell, to approve the proposed amendment to advise that it is consistent with the comprehensive plan and other applicable plans and to adopt the staff report which addresses plan consistency and other matters. Motion carried unanimously.

Text Amendment

Mr. Michael Dail, Planner, presented the request to the Commission. He said that this was a request to amend the zoning ordinance that deals with how wall signs are allowed to be placed on decorative roof structures. Currently, signs are allowed on the face of them and the applicant would like to be able to place their sign on top of their canopy. Staff has developed new language if it is recommended by the Commission and passed by the City Council. Mr. Dail showed the Commission several examples of signs from area businesses.

Mr. Lehman asked Mr. Dail to go back to the picture of Best Buy. He said that the sign went above the roof line and he asked if there were special provisions made for that sign.

Mr. Dail answered that no special provisions were made. He said that signs can be placed on the face of a decorative roof structure as long as it does not extend more than five feet above the main roof line. He said that portion of the ordinance would remain the same and the new portion of the zoning ordinance, if it is approved, would say that a sign that is placed on top of a decorative roof structure would not be allowed to exceed pass the top of the main roof line.

Mr. Bell asked what precedence would be set with other businesses possibly wanting to change.

Mr. Dail answered that the proposed sign for Cheddars would be a good example of what they could expect.

Mr. Parker asked if the "casual cafe" part of the sign that is what was being discussed.

Mr. Dail answered that he was correct.

Mr. Ron Journagen with Chandler Signs spoke on behalf of Cheddars Restaurant. He said that

he handles all of their signs. He said that this was the first time that they had encountered this type of ordinance. They are not allowed to have a free-standing sign at this location, so they feel that is important to have the full brand of Cheddars Casual Cafe. He offered to answer any questions that the Commission may have.

Mr. Bell made a motion to approve the proposed text amendment and adopt the staff report, Mr. Smith seconded and the motion passed unanimously.

With there being no further business, Mr. Maxwell made a motion, Mr. Bell seconded and the motion passed unanimously to adjourn at 6:46 p.m.

Respectfully Submitted,

Merrill Flood, Secretary



City of Greenville, North Carolina

Meeting Date: 5/17/2011
Time: 6:30 PM

Title of Item: Ordinance requested by Kyle and Amy Kay Moore to rezone 0.2785 acres located along the northern right-of-way of West 6th Street and 500± feet west of South Memorial Drive from MS (Medical-Support) to MCH (Medical-Heavy Commercial).

Explanation:

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on May 3, 2011.

On-site sign(s) posted on May 3, 2011.

City Council public hearing notice (property owner and adjoining property owner letter) mailed - N/A.

Public hearing legal advertisement published - N/A.

Comprehensive Plan:

The subject site is located in Vision Area F.

West 5th Street is considered a gateway corridor from its intersection with Memorial Drive and continuing west. Gateway corridors serve as primary entranceways into the City and help define community character.

South Memorial Drive is considered a connector corridor between West 3rd Street and Greenville Boulevard. Connector corridors are anticipated to contain a variety of higher intensity activities and uses.

The Future Land Use Plan Map recommends commercial (C) at the southwest corner of the intersection of West 5th Street and Memorial Drive transitioning to medical-support (MS) in the interior areas.

Thoroughfare/Traffic Report Summary (PWD- Engineering Division):

Based on possible uses permitted by the requested rezoning, the proposed

rezoning classification could generate 123 trips to and from the site to Memorial Drive, which is a net increase of 97 trips per day.

During the review process, measures to mitigate the traffic will be determined.

History/Background:

On the 1969 zoning series map, the subject property was zoned MA (Medical Arts). In 1986, the property was rezoned to MD-2 as part of the Medical District Study Plan. In 1997, the MD-2 district was re-named MS (Medical-Support).

Present Land Use:

Currently, a vacant office/commercial building is located on the property.

Water/Sewer:

Water and sanitary sewer are available in the right-of-way of West 6th Street.

Historic Sites:

There are no known effects on designated sites.

Environmental Conditions/Constraints:

There are no known environmental conditions/constraints.

Surrounding Land Uses and Zoning:

North: MS - Medical Pavilion
South: MS - Med 1 Ambulance Service
East: MCH - Strive NC (workforce initiative)
West: MS - Medical Pavilion

Density Estimates:

Under the current zoning (MS), the site could yield 2,426 square feet of office space.

Under the proposed zoning (MCH), the site could yield 2,426 square feet of commercial space.

The anticipated build-out time is within one year.

Fiscal Note:

No cost to the City.

Recommendation: In staff's opinion, the request is in general compliance with Horizons: Greenville's Community Plan and the Future Land Use Plan Map.

"General compliance with the comprehensive plan" should be construed as meaning the requested rezoning is recognized as being located in a transition area and that the requested rezoning (i) is currently contiguous or is reasonably anticipated to be contiguous in the future, to specifically recommend desirable zoning of like type, character or compatibility, (ii) is complementary with objectives specifically recommended in the Horizons Plan (iii) is not anticipated to create or have an unacceptable impact on adjacent area properties or travel ways, and (iv) preserves the desired urban form. It is recognized that in the absence of more detailed plans, subjective decisions must be made concerning the scale, dimension, configuration, and location of the requested zoning in the particular case. Staff is not recommending approval of the requested zoning; however staff does not have any specific objection to the requested zoning.

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

- [📄 Location Map](#)
 - [📄 Survey](#)
 - [📄 Bufferyard and Vegetation Chart](#)
 - [📄 Rezoning_11_02_Kyle_and_Amy_Kay_Moore_895646](#)
 - [📄 List_of_MS_to_MCH_896517](#)
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Case No: 11-02

Applicant: Kyle and Amy Kay Moore

Property Information

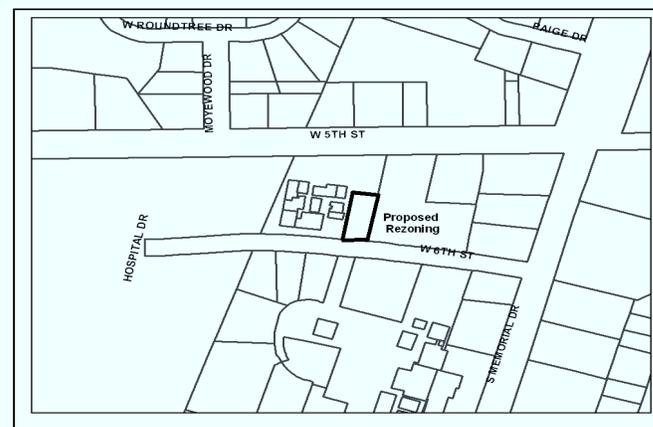
Current Zoning: MS (Medical-Support)

Proposed Zoning: MCH (Medical-Heavy Commercial)

Current Acreage: 0.2785 gross acres

Location: West Sixth Street, west of Memorial Drive

Points of Access: Memorial Drive



Location Map

Transportation Background Information

1.) Memorial Drive- State maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	5-lane with curb & gutter	5-lane with curb & gutter
Right of way width (ft)	100	100
Speed Limit (mph)	45	45
Current ADT:	30,775 (*)	Ultimate Design ADT: 45,000 vehicles/day (**)
Design ADT:	45,000 vehicles/day (**)	
Controlled Access	No	
Thoroughfare Plan Status:	Major Thoroughfare	

Other Information: There are sidewalks along Memorial Drive that service this property.

Notes: (*) 2008 NCDOT count adjusted for a 2% annual growth rate
(**) Traffic volume based an operating Level of Service D for existing geometric conditions
ADT – Average Daily Traffic volume

Transportation Improvement Program Status: No planned improvements.

Trips generated by proposed use/change

Current Zoning: 26 -vehicle trips/day (*) **Proposed Zoning: 123** -vehicle trips/day (*)

Estimated Net Change: increase of 97 vehicle trips/day (assumes full-build out)

(* - These volumes are estimated and based on an average of the possible uses permitted by the current and proposed zoning.)

Impact on Existing Roads

The overall estimated trips presented above are distributed based on current traffic patterns. The estimated ADTs on Memorial Drive are as follows:

1.) Memorial Drive , North of Site: **“No build” ADT of 30,775**

Estimated ADT with Proposed Zoning (full build) – 30,837
 Estimated ADT with Current Zoning (full build) – 30,788
Net ADT change = 49 (<1% increase)

Case No: 11-02

Applicant: Kyle and Amy Kay Moore

2.) Memorial Drive , South of Site:**“No build” ADT of 30,775**

Estimated ADT with Proposed Zoning (full build) – 30,836

Estimated ADT with Current Zoning (full build) – 30,788**Net ADT change = 48 (<1% increase)****Staff Findings/Recommendations**

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 123 trips to and from the site on Memorial Drive, which is a net increase of 97 additional trips per day.

During the review process, measures to mitigate the traffic will be determined.

EXISTING ZONING

MS (Medical-Support)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales; incidental

(2) Residential:

- l. Group care facility
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- a. City of Greenville municipal government building or use (see also section 9-4-103)
- b. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility

(7) Office/ Financial/ Medical:

- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

ee. Hospital

- ff. Mental health, emotional or physical rehabilitation center

(9) Repair:

* None

(10) Retail Trade:

- d. Pharmacy
- w. Florist

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

- h. Parking lot or structure; principal use

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

MS (Medical-Support)

Special Uses

(1) General:

* None

(2) Residential:

- e. Land use intensity dormitory (LUI) development rating 67 per Article K
- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home

(3) Home Occupations (see all categories):

* None

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

* None

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- d. Bank, savings and loan or other savings or investment institutions

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- j. College and other institutions of higher learning
- l. Convention center; private
- s. Hotel, motel bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- s.(1). Hotel, motel bed and breakfast inn; extended stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- gg. Vocational rehabilitation center
- jj. Health services not otherwise listed

(9) Repair:

* None

(10) Retail Trade:

- h. Restaurant; conventional
- j. Restaurant; regulated outdoor activities
- k. Medical supply sales and rental of medically related products

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

t. Manufacture of nonhazardous medical supplies or medical products; including distribution

(15) Other Activities (not otherwise listed - all categories):

* None

PROPOSED ZONING

MCH (Medical-Heavy Commercial)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales; incidental

(2) Residential:

* None

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)
- b. Greenhouse or plant nursery; including accessory sales

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- s. Athletic club; indoor only

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
- f. Veterinary clinic or animal hospital (see also animal boarding; outside facility, kennel and stable)

(8) Services:

- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- n. Auditorium

- o. Church or place of worship
- r. Art Gallery
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- hh. Exercise and weight loss studio; indoor only
- ii. Wellness center; indoor and outdoor facilities
- kk. Launderette; household users
- ll. Dry Cleaners; household users

(9) Repair:

- g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- b. Gasoline or automotive fuel sales; accessory or principal use, retail
- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- f. Office and school supply, equipment sales
- h. Restaurant; conventional
- i. Restaurant; fast food
- k. Medical supply sales and rental of medically related products
- p. Furniture and home furnishing sales not otherwise listed
- s. Book or card store, news stand
- t. Hobby or craft shop
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- a. Licensed contractor; general, electrical, plumbing, mechanical, etc. excluding outside storage
- c. Construction office; temporary, including modular office (see also section 9-4-103)
- f. Hardware store

(13) Transportation:

- h. Parking lot or structure; principal

(14) Manufacturing/ Warehousing:

- c. Bakery; production, storage and shipment facilities
- i. Moving and storage of nonhazardous materials; excluding outside storage
- k. Mini-storage warehouse, household; excluding outside storage

(15) Other Activities (not otherwise listed - all categories):

* None

MCH (Medical Heavy-Commercial)

Special Uses

(1) General:

- g. Incidental assembly of products sold at retail or wholesale as an accessory to principal uses

(2) Residential:

i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile homes

(3) Home Occupations (see all categories):

* None

(4) Governmental:

a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

t. Athletic club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

c. Office; customer service not otherwise listed, included accessory service delivery vehicle parking and indoor storage

(8) Services:

a. Child day care facilities

b. Adult day care facilities

j. College and other institution of higher learning

l. Convention center; private

s.(1). Hotel, motel, bed and breakfast inn; extended stay lodging (see also residential quarters for resident manager,

supervisor or caretaker and section 9-4-103)

gg. Vocational rehabilitation center

jj. Health services not otherwise listed

(9) Repair:

b. Minor repair; as an accessory or principal use

(10) Retail Trade:

j. Restaurant; regulated outdoor activities

y. Auto part sales (see also major and minor repair)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

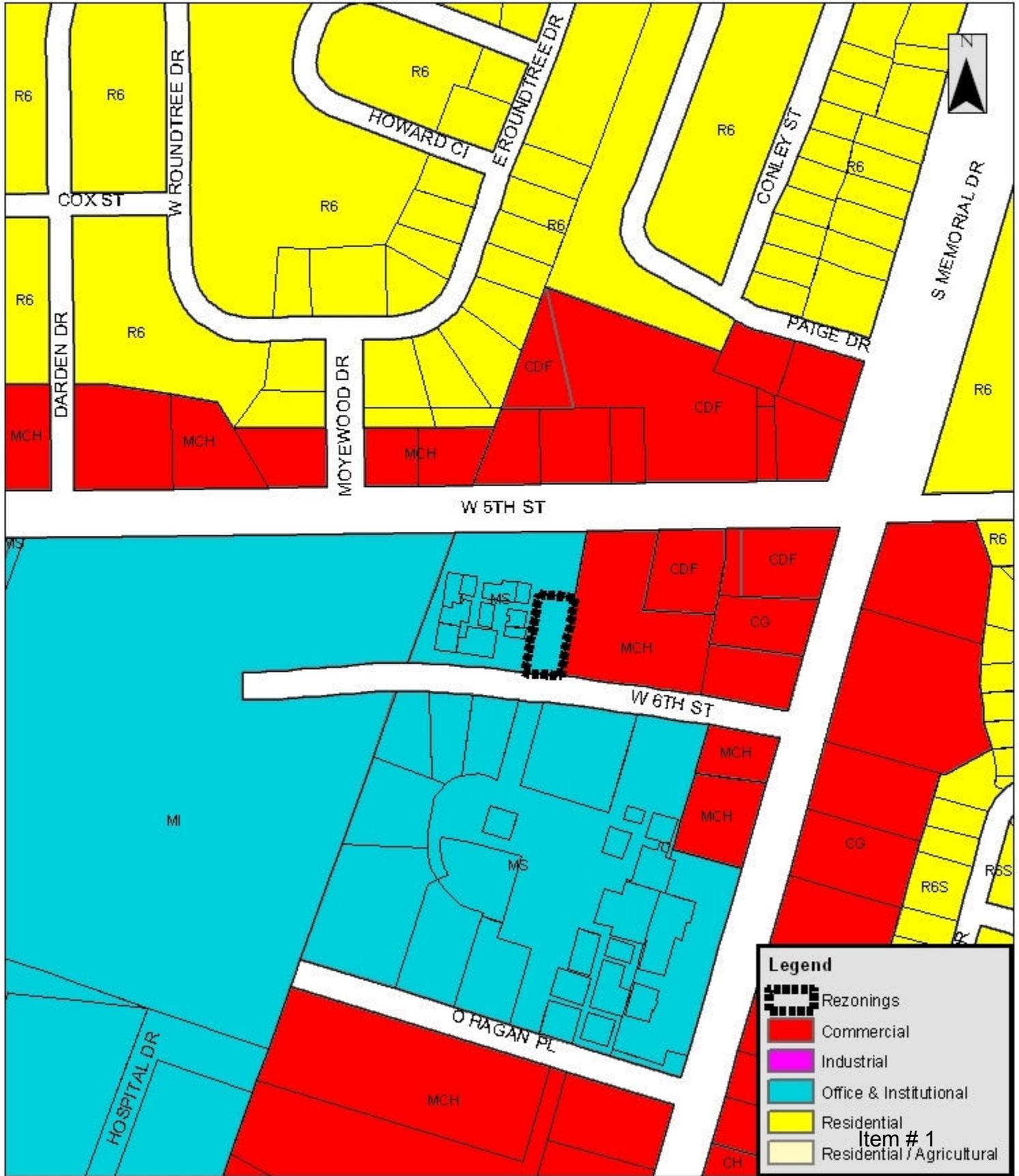
m. Warehouse; accessory to approved commercial or industry uses within the district; excluding outside storage

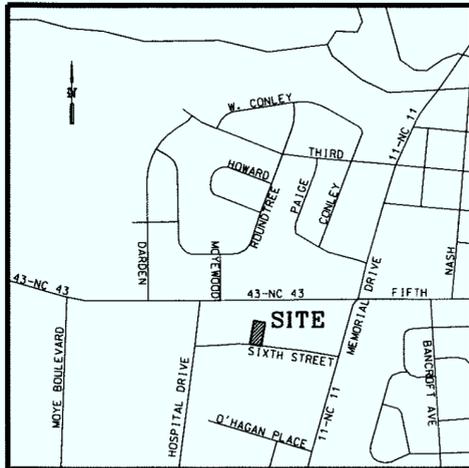
t. Manufacture of nonhazardous medical supplies or medical products, including distribution

(15) Other Activities (not otherwise listed - all categories):

* None

Kyle and Amy Kay Moore
From MS to MCH
0.2785 acres (12,131.46 square feet)
May 3, 2011





VICINITY MAP

OWNERS WITHIN THE
MEDICAL PAVILION
STATE OF NORTH CAROLINA
GEORGE EDWARD DAVIS

PN 29144
ZONED MI

Attachment number 4
Page 1 of 1

ZONED MS
PN 18192
MEDICAL PAVILION
MB 25, PG 111

PN 22810
ZONED CDF

ZONED MCH
PN 28898
THOMAS D. TAYLOR
WILLIAM R. TAYLOR
DB 1200, PG 853

PN 08894
EXISTING ZONE MS
PROPOSED ZONE MCH
DB 2304, PG 424
0.2785 AC

EX BLDG

WEST 6TH STREET
(60' PUBLIC R/W 36' BC/BC)

PN 29144
ZONED MI

PN 19749
ZONED MS

PN 22164
ZONED MS
PITT COUNTY MEMORIAL
HOSPITAL, INC.

PN 09885
ZONED MS

PN 38838
ZONED MS
STATE OF NORTH
CAROLINA

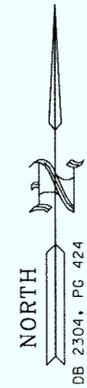
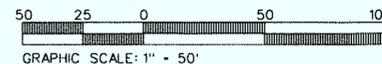
PN 17471
ZONED MS
PACE FAMILY
PROPERTIES, LLC

MACOG PROPERTY
OWNERS ASSN



THIS MAP WAS PREPARED FROM INFORMATION
FOUND IN DEED BOOK 2304, PAGE 424,
MAP BOOK 25, PAGE 111 AND OTHER
REFERENCES HEREON, ALL OF THE PITT COUNTY
REGISTRY. THIS MAP DOES NOT REPRESENT
AN ACTUAL FIELD SURVEY BY STROUD
ENGINEERING, PA.

Howard O. Barnum
HOWARD O. BARNUM, PLS L-3634



REZONING MAP FOR KYLE MOORE AND AMY KAY MOORE	
GREENVILLE, GREENVILLE TOWNSHIP, PITT COUNTY, NC	
OWNER: 1712 6TH STREET, LLC ADDRESS: 302 MARTINSBOROUGH ROAD GREENVILLE, NC 27858 PHONE: (252) 561-6315	SURVEYED: N/A DRAWN: DTB APPROVED: HOB
 STROUD ENGINEERING, P.A. 107B COMMERCE ST. GREENVILLE, NC (252) 756-9352 LICENSE NO. C-0647	DATE: APRIL 12, 2011 SCALE: 1" = 50' SHEET 1 OF 1

PROJECT NO. LS719-001

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)

Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)

Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)

Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)

Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)

Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)

Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.



City of Greenville, North Carolina

Meeting Date: 5/17/2011
Time: 6:30 PM

Title of Item: Ordinance requested by Ward Holdings, LLC to rezone 0.47 acres located along the southern right-of-way of Green Springs Drive, adjacent to Village Green Apartments, and 150± feet west of Monroe Street from OR (Office-Residential) to CG (General Commercial).

Explanation:

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on May 3, 2011.

On-site sign(s) posted on May 3, 2011.

City Council public hearing notice (property owner and adjoining property owner letter) mailed - N/A.

Public hearing legal advertisement published - N/A.

Comprehensive Plan:

The subject site is located in Vision Area I.

East 10th Street is considered a connector corridor from its intersection with Greenville Boulevard and continuing west. Connector corridors are anticipated to contain a variety of higher intensity activities and uses.

The Future Land Use Plan Map recommends commercial (C) for the area bounded by East 10th Street, Heath Street, Green Springs Drive and Monroe Street.

Thoroughfare/Traffic Report Summary (PWD- Engineering Division):

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 814 trips to and from the site on Fifth Street, which is a net increase of 792 additional trips per day.

Based on possible uses permitted by the requested rezoning, the proposed

rezoning classification could generate 1,220 trips to and from the site to Tenth Street, which is a net increase of 1,189 trips per day.

During the review process, measures to mitigate the traffic will be determined. These measures may require traffic signal modifications at the signalized intersection of Fifth and Tenth Streets.

History/Background:

On the 1969 zoning series map, the property was zoned O&I (Office-Residential).

Present Land Use:

Vacant

Water/Sewer:

Water is available in the right-of-way of Green Springs Drive. Sanitary sewer is available in the right-of-way of East 10th Street.

Historic Sites:

There are no known effects on designated sites.

Environmental Conditions/Constraints:

There are no known environmental conditions/constraints.

Surrounding Land Uses and Zoning:

North: OR - vacant (city-owned)

South: CG - vacant commercial building (under common ownership as applicant)

East: OR - Shaw University Educational Center

West: OR - Village Green Apartments

Density Estimates:

Under the current zoning (OR), the site could yield less than 8 multi-family units.

Under the proposed zoning (CG), the site could yield 4,100 square feet of commercial/ retail/restaurant space.

The anticipated build-out time is within one year.

Fiscal Note: No cost to the city.

Recommendation: In staff's opinion, the request is in compliance with Horizons: Greenville's Community Plan and the Future Land Use Plan Map.

"In compliance with the comprehensive plan" should be construed as meaning the requested zoning is (i) either specifically recommended in the text of the Horizons Plan (or addendum to the plan) or is predominantly or completely surrounded by the same or compatible and desirable zoning and (ii) promotes the desired urban form. The requested district is considered desirable and in the public interest, and staff recommends approval of the requested rezoning.

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed zoning districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

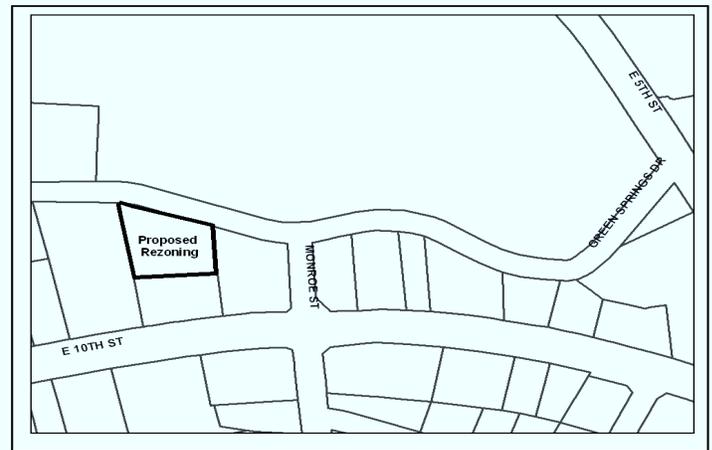
- [📄 Location Map](#)
 - [📄 Survey](#)
 - [📄 Bufferyard and Residential Charts](#)
 - [📄 11_03_Rezoning__Ward_Holdings__LLC_896199](#)
 - [📄 List_of_Uses_OR_to_CG_896518](#)
-

Case No: 11-03

Applicant: Ward Holdings, LLC

Property Information

Current Zoning: OR (Office-Residential)
Proposed Zoning: CG (General Commercial)
Current Acreage: 0.47 gross acres
Location: Green Springs Drive, west of Fifth Street
Points of Access: Fifth Street, Tenth Street



Location Map

Transportation Background Information

1.) Fifth Street- City maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	2-lane with ditches	2-lane with curb & gutter
Right of way width (ft)	70	70
Speed Limit (mph)	35	35
Current ADT:	12,750 (*)	UltimateDesign ADT: 12,000 vehicles/day (**)
Design ADT:	12,000	
Controlled Access	No	
Thoroughfare Plan Status:	Minor Thoroughfare	
Other Information:	There are no sidewalks along Fifth Street that service this property.	

Notes: (*) 2008 NCDOT count adjusted for a 2% annual growth rate
 (**) Traffic volume based an operating Level of Service D for existing geometric conditions
 ADT – Average Daily Traffic volume

Transportation Improvement Program Status: No Planned Improvements.

2.) Tenth Street- State maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	5-lanes with curb & gutter	5-lanes with curb & gutter with sidewalks
Right of way width (ft)	85	90
Speed Limit (mph)	45	45
Current ADT:	19,100 (*)	Ultimate Design ADT: 33,500 vehicles/day (**)
Design ADT:	33,500	
Controlled Access	No	
Thoroughfare Plan Status:	Major Thoroughfare	
Other Information:	There are sidewalks along Tenth Street that service this property.	

Notes: (*) 2008 NCDOT count adjusted for a 2% annual growth rate
 (**) Traffic volume based an operating Level of Service D for existing geometric conditions
 ADT – Average Daily Traffic volume

Transportation Improvement Program Status: No Planned Improvements.

Trips generated by proposed use/change**Current Zoning: 53** -vehicle trips/day (*)**Proposed Zoning: 2,034** -vehicle trips/day (*)**Estimated Net Change: increase of 1981 vehicle trips/day (assumes full-build out)**

(*) - These volumes are estimated and based on an average of the possible uses permitted by the current and proposed zoning.)

Impact on Existing Roads**The overall estimated trips presented above are distributed based on current traffic patterns. The estimated ADTs on Fifth Street and Tenth Street are as follows:**

- 1.) Fifth Street, South of Site: "No build" ADT of 12,750**
- | | |
|---|--------------------------|
| Estimated ADT with Proposed Zoning (full build) – | 13,157 |
| Estimated ADT with Current Zoning (full build) – | <u>12,761</u> |
| Net ADT change = | 396 (3% increase) |
- 2.) Fifth Street, North of Site: "No build" ADT of 12,750**
- | | |
|---|--------------------------|
| Estimated ADT with Proposed Zoning (full build) – | 13,157 |
| Estimated ADT with Current Zoning (full build) – | <u>12,761</u> |
| Net ADT change = | 396 (3% increase) |
- 3.) Tenth Street, West of Site: "No build" ADT of 19,100**
- | | |
|---|--------------------------|
| Estimated ADT with Proposed Zoning (full build) – | 19,710 |
| Estimated ADT with Current Zoning (full build) – | <u>19,116</u> |
| Net ADT change = | 594 (3% increase) |
- 4.) Tenth Street, East of Site: "No build" ADT of 19,100**
- | | |
|---|--------------------------|
| Estimated ADT with Proposed Zoning (full build) – | 19,710 |
| Estimated ADT with Current Zoning (full build) – | <u>19,116</u> |
| Net ADT change = | 594 (3% increase) |

Staff Findings/Recommendations

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 814 trips to and from the site on Fifth Street, which is a net increase of 792 additional trips per day.

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 1220 trips to and from the site on Tenth Street, which is a net increase of 1189 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. These measures may require traffic signal modifications at the signalized intersection of Fifth Street and Tenth Street.

EXISTING ZONING

OR (Office-Residential)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales incidental

(2) Residential:

- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- k. Family care home (see also section 9-4-103)
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility
- p. Board or rooming house
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreation facility

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operational/processing center
- c. Office; customer service not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- j. College or other institutions of higher learning
- k. Business or trade school
- n. Auditorium

- o. Church or place of worship (see also section 9-4-103)
- p. Library
- q. Museum
- r. Art Gallery
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- w. Recording studio
- x. Dance studio
- bb. Civic organizations
- cc. Trade or business organizations

(9) Repair:

* None

(10) Retail Trade:

- s. Book or card store, news stand
- w. Florist

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- a. Licensed contractor; general, electrical, plumbing, mechanical, etc. excluding outside storage
- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

OR (Office-Residential)

Special Uses

(1) General:

* None

(2) Residential:

- d. Land use intensity multifamily (LUI) development rating 50 per Article K
- e. Land use intensity dormitory (LUI) development rating 67 per Article K
- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
- o.(1). Nursing, convalescent center or maternity home; minor care facility
- r. Fraternity or sorority house

(3) Home Occupations (see all categories):

* None

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- c.(1). Tennis club; indoor and outdoor facilities
- h. Commercial recreation; indoor only, not otherwise listed

(7) Office/ Financial/ Medical:

- f. Veterinary clinic or animal hospital (also see animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor
or caretaker and section 9-4-103)
- ff. Mental health, emotional or physical rehabilitation center

(9) Repair:

- * None

(10) Retail Trade:

- h. Restaurant; conventional
- j. Restaurant; regulated outdoor activities

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- * None

(12) Construction:

- * None

(13) Transportation:

- h. Parking lot or structure; principle use

(14) Manufacturing/ Warehousing:

- * None

(15) Other Activities (not otherwise listed - all categories):

- a. Other activities; personal services not otherwise listed
- b. Other activities; professional services not otherwise listed

PROPOSED ZONING

CG (General Commercial)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- e. Temporary uses; of listed district uses
- f. Retail sales; incidental
- g. Incidental assembly of products sold at retail or wholesale as an accessory to principle use

*(2) Residential: * None*

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use. (See also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use
- g. Liquor store, state ABC

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- h Commercial recreation; indoor only, not otherwise listed
- j. Bowling alleys
- n. Theater; movie or drama, indoor only
- q. Circus, carnival or fair, temporary only (see also section 9-4-103)
- s. Athletic Club; indoor only

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operation/processing center
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
- g. Catalogue processing center

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- k. Business or trade school
- o. Church or place of worship (see also section 9-4-103)
- q. Museum
- r. Art Gallery
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- y.(1) Television and/or radio broadcast facilities including receiving and transmission equipment and towers not exceeding 200 feet in height or cellular telephone and wireless communication towers not exceeding 200 feet in height (see also section 9-4-103)
- z. Printing or publishing service including graphic art, map, newspapers, magazines and books
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- hh. Exercise and weight loss studio; indoor only
- kk. Launderette; household users
- ll. Dry cleaners; household users
- oo. Clothes alteration or shoe repair shop
- pp. Automobile wash

(9) Repair:

- g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- f. Office and school supply, equipment sales
- g. Fish market; excluding processing or packing
- h. Restaurant; conventional
- i. Restaurant; fast food
- k. Medical supply sales and rental of medically related products
- l. Electric; stereo, radio, computer, television, etc. sales and accessory repair
- m. Appliance; household use, sales and accessory repair, excluding outside storage
- p. Furniture and home furnishing sales not otherwise listed
- q. Floor covering, carpet and wall covering sales
- r. Antique sales; excluding vehicles
- s. Book or card store, news stand
- t. Hobby or craft shop
- u. Pet shop (see also animal boarding; outside facility)
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist
- x. Sporting goods sales and rental shop
- y. Auto part sales (see also major and minor repair)
- aa. Pawnbroker
- bb. Lawn and garden supply and household implement sales and accessory sales
- ee. Christmas tree sales lot; temporary only (see also section 9-4-103)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- b. Rental of home furniture, appliances or electronics and medically related products (see also (10)k.)
- c. Rental of cloths and accessories; formal wear, etc.

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)
- e. Building supply; lumber and materials sales, plumbing and/or electrical supply excluding outside storage
- f. Hardware store

(13) Transportation:

- c. Taxi or limousine service
- h. Parking lot or structure; principal use

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

CG (General Commercial)
Special Uses

(1) General:

* None

(2) Residential:

- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home

(3) Home Occupations (see all categories):

* None

(4) Governmental:

a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- d. Game center
- l. Billiard parlor or pool hall
- m. Public or private club
- t. Athletic club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

- c. Office; customer services, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- f. Veterinary clinic or animal hospital (see also animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private

(9) Repair:

- a. Major repair; as an accessory or principal use
- b. Minor repair; as an accessory or principal use

(10) Retail Trade:

- b. Gasoline or automotive fuel sales; accessory or principal use, retail
- j. Restaurant; regulated outdoor activities
- n. Appliances; commercial use, sales and accessory repair, excluding outside storage

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- d. Rental of automobiles, noncommercial trucks or trailers, recreational vehicles, motorcycles and boats
- f. Automobile, truck, recreational vehicle, motorcycle and boat sales and service (see also major and minor repair)

(12) Construction:

* None

(13) Transportation:

* None

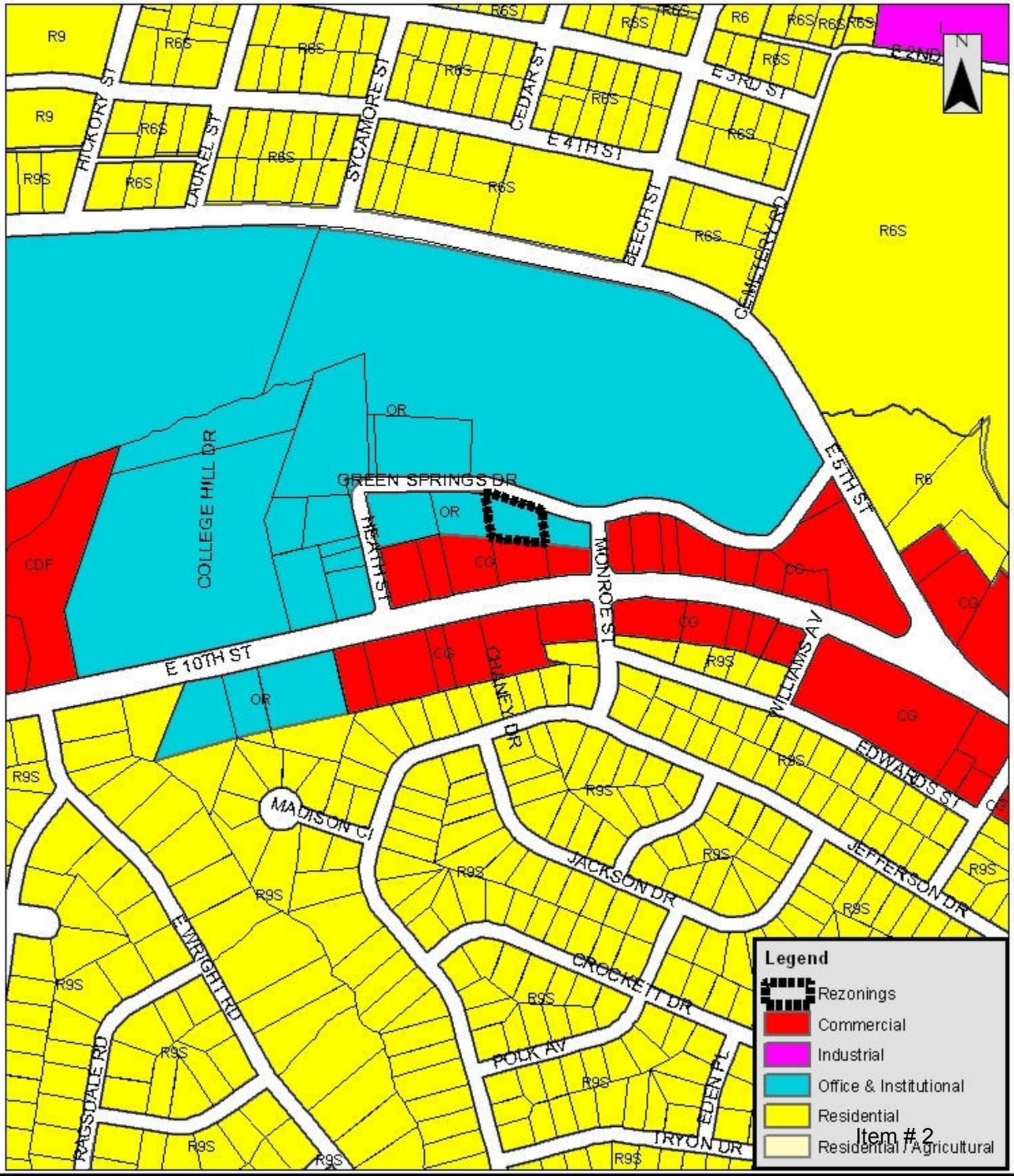
(14) Manufacturing/ Warehousing:

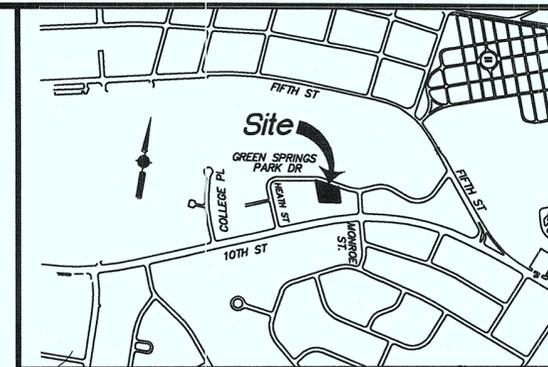
k. Mini-storage warehouse, household; excluding outside storage

(15) Other Activities (not otherwise listed - all categories):

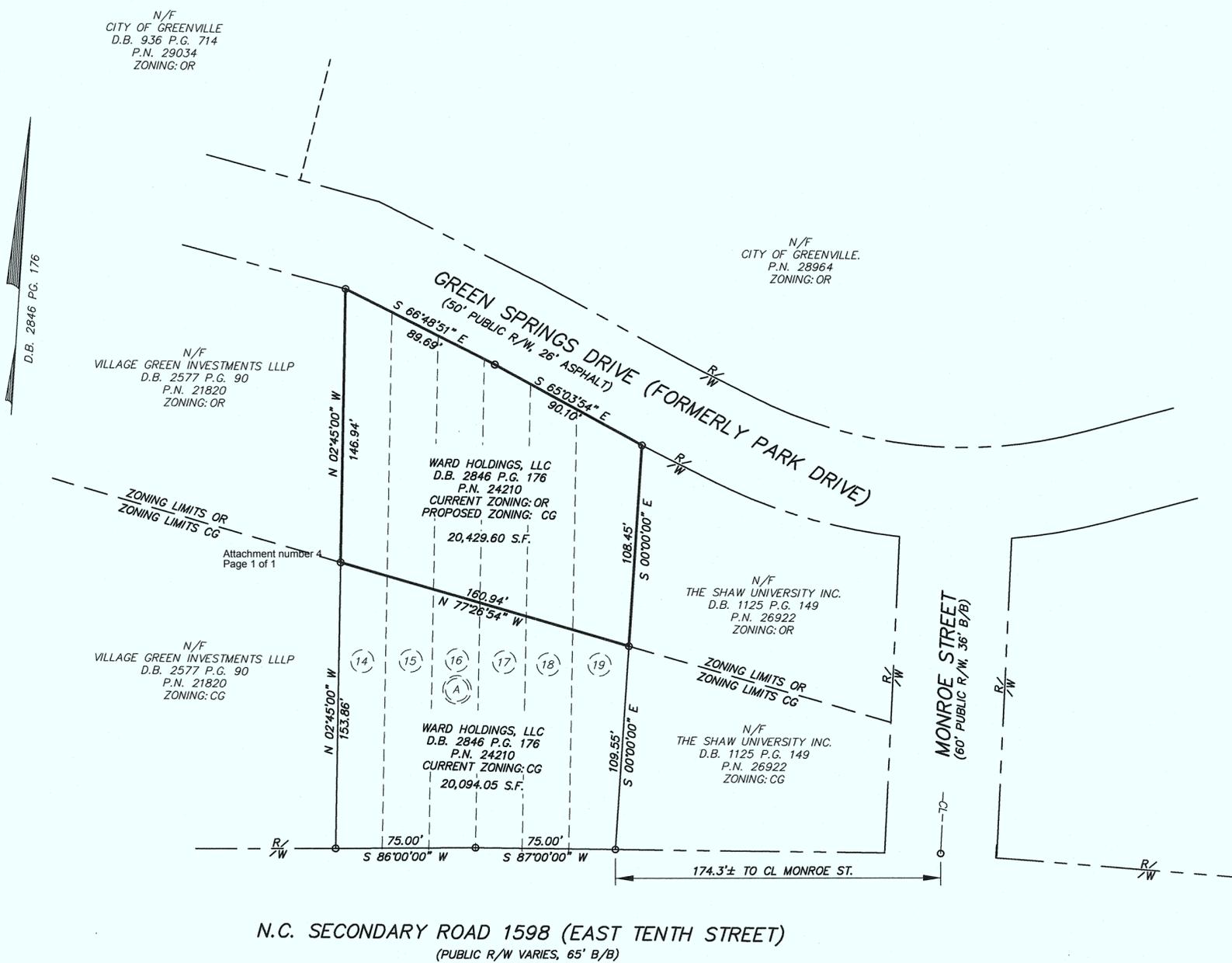
- a. Other activities; personal services not otherwise listed
- b. Other activities; professional activities not otherwise listed
- c. Other activities; commercial services not otherwise listed
- d. Other activities; retail sales not otherwise listed

Ward Holdings (11-03)
From OR to CG
20,429.60 square feet or 0.47 acres
May 3, 2011





VICINITY MAP
SCALE: 1" = 1000'



REZONED AREA

TOTAL = 20,429.60 S.F. (0.47 AC.)

LEGEND

P.N.	PARCEL NUMBER
N/F	NOW OR FORMERLY
S.F.	SQUARE FEET
B/B	BACK TO BACK
CG	GENERAL COMMERCIAL
OR	OFFICE-RESIDENTIAL
D.B.	DEED BOOK
P.G.	PAGE
CL	CENTERLINE
R/W	RIGHT OF WAY

REFERENCES

D.B. 2846 P.G. 176
P.N. 24210
M.B. 3 PG. 342

N.C. SECONDARY ROAD 1598 (EAST TENTH STREET)
(PUBLIC R/W VARIES, 65' B/B)



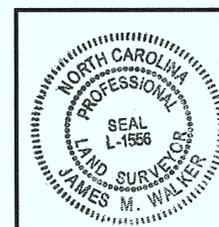
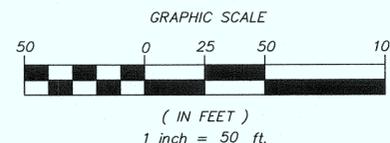
OWNER
WARD HOLDINGS, LLC
503 CHESAPEAKE PLACE
GREENVILLE, N.C. 27858
PHONE: (252) 355-7993

CERTIFICATION

NORTH CAROLINA PITT COUNTY
I, JAMES M. WALKER, PROFESSIONAL LAND SURVEYOR CERTIFY THAT THIS MAP WAS DRAWN UNDER MY SUPERVISION FROM DEEDS AND OR MAPS AS REFERENCED HEREON, AND DOES NOT REPRESENT A FIELD BOUNDARY SURVEY BY MYSELF OR RIVERS AND ASSOCIATES, INC.; I FURTHER CERTIFY PURSUANT TO G.S. 47-30 (F)(11) THAT THIS SURVEY IS OF ANOTHER CATEGORY, REZONING MAP. WITNESS MY ORIGINAL SIGNATURE, REGISTRATION NUMBER AND SEAL THIS 18TH DAY OF APRIL, 2011.
SIGNED *James M. Walker*
PROFESSIONAL LAND SURVEYOR
REGISTRATION NUMBER L-1556

NOTES

1. AREA DETERMINED BY COORDINATES.
2. ALL DISTANCES ARE HORIZONTAL MEASUREMENTS.
3. NO POINT SET AT ANY CORNER UNLESS OTHERWISE NOTED.
4. THIS MAP WAS PREPARED FOR REZONING PURPOSES ONLY AND IS NOT A BOUNDARY SURVEY OF THE PROPERTIES SHOWN HEREON.
5. EXISTING ZONING WAS TAKEN FROM THE OFFICIAL ZONING MAP, THE CITY OF GREENVILLE, DATED APRIL 22, 2005 AND THE CITY OF GREENVILLE SPATIAL DATA EXPLORER WEB SITE.
6. BOUNDARY INFORMATION SHOWN HEREON WAS DRAWN FROM OR CALCULATED FROM DEEDS AND MAPS REFERENCED HEREON. NO FIELD SURVEYING WAS PERFORMED UNDER MY SUPERVISION FOR THE PREPARATION OF THIS MAP.
7. STREET SECTION WIDTHS WERE TAKEN FROM THE GREENVILLE URBAN AREA THOROUGHFARE STREET INVENTORY.



DATE 4/18/11

SURVEY	DRAFT	AR
DESIGN	CHECK	JDV

Rivers & Associates, Inc.
Since 1918
107 East Second Street
Greenville, NC 27858 (252) 752-4135
6131 Falls of Neuse Road, Suite 300
Raleigh, NC 27609 (919) 848-3347
NC License: F-0334

REZONING MAP FOR
WARD HOLDINGS, LLC
2609 E. TENTH STREET
CITY OF GREENVILLE, GREENVILLE TOWNSHIP, PITT CO., N.C.

SCALE 1" = 50'	DRAWING NO. Z - 2546	SHEET 1 OF 1
-------------------	-------------------------	-----------------

04/30/07

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)		
Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)	
Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)	
Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)	
Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)	
Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)	
Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.

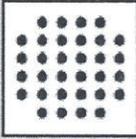
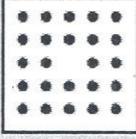
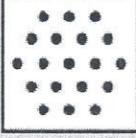
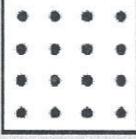
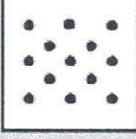
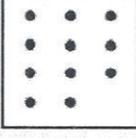
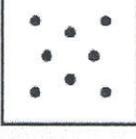
Residential Density		
Maximum density allowed by Zoning District based on average of 2.67 persons per dwelling unit		
High Density		
R6 R6-N R6-MH OR CDF	17 units per acre yields 45 persons per acre	
PUD	12 units per acre yields 32 persons per acre	
Medium Density		
R6-A	9 units per acre yields 24 persons per acre	
R6-S	7 units per acre yields 19 persons per acre	
R9	6 units per acre yields 16 persons per acre	
R9-S	5 units per acre yields 13 persons per acre	
Low Density		
RA-20 MRS	4 units per acre yields 11 persons per acre	
R15-S	3 units per acre yields 8 persons per acre	

Illustration: Maximum allowable density in Residential Zoning Districts



City of Greenville, North Carolina

Meeting Date: 5/17/2011
Time: 6:30 PM

Title of Item: Ordinance requested by V-SLEW, LLC to rezone 6.587 acres located along the northern right-of-way of East 10th Street, 250± feet east of Bayt Shalom Synagogue and 1,300± feet west of Rolling Meadow Subdivision from OR (Office-Residential) to CG (General Commercial).

Explanation:

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on May 3, 2011.

On-site sign(s) posted on May 3, 2011.

City Council public hearing notice (property owner and adjoining property owner letter) mailed - N/A.

Public hearing legal advertisement published - N/A.

Comprehensive Plan:

The subject site is located in Vision Area C.

East 10th Street (NC 33) is considered a gateway corridor from its intersection with Greenville Boulevard and continuing east. Gateway corridors serve as primary entranceways into the City and help define community character.

There is a recognized intermediate focus area to the east of the intersection of East 10th Street and Portertown Road. Intermediate focus areas generally contain 50,000 to 150,000 square feet of conditioned floor space.

The Future Land Use Plan Map recommends commercial (C) along the northern right-of-way of East 10th Street east of Bayt Shalom Synagogue to the eastern boundary of Eastbend Estates Mobile Home Park. To the east and west, office/institutional/multi-family is recommended transitioning to medium density residential (MDR), low density residential (LDR) and further decreasing to very low density residential (VLDR) toward the Tar River. Conservation /open space (COS) is recommended along the Tar River.

Thoroughfare/Traffic Report Summary (PWD- Engineering Division):

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 4,800 trips to and from the site on NC 33, which is a net increase of 4,055 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. These measures may include turn lane modifications on NC 33 and may require traffic signal modifications at the signalized intersection of NC 33 and Portertown Road. Access to the tract from NC 33 will be reviewed.

History/Background:

On June 7, 2007, the subject property was part of a rezoning amendment and an annexation request as requested by the landowner. The subject property was rezoned from RA20 (residential-agricultural) to OR (office-multi-family).

Present Land Use:

Vacant

Water/Sewer:

Water is available from Eastern Pines Water Corporation. Sanitary sewer is available from the River Hills pump station.

Historic Sites:

There are no known effects on designated sites.

Environmental Conditions/Constraints:

There is an area of potential wetlands on the property.

Surrounding Land Uses and Zoning:

North: OR - vacant (under common ownership as applicant)

South: CG - four (4) single-family residences and farmland

East: OR - Greenville Mobile Home Estates (see rezoning application # 11-05-Century

Financial Services Group, LLC and Reuben Turner)

West: O - farmland (under common ownership as applicant)

Density Estimates:

Under the current zoning (OR), staff would anticipate the site to yield 79-92 multi-family units (1, 2 and 3 bedrooms) at 12-14 units per acre. Under maximum density, the site could yield up to 112 multi-family units (1, 2 and 3 bedrooms) at 17 units per acre.

Under the proposed zoning (CG), the site could yield up to 57,385 square feet of retail/ restaurant/office space.

The anticipated build-out time is 2-5 years.

Fiscal Note: No cost to the City.

Recommendation: In staff's opinion, the request is in compliance with Horizons: Greenville's Community Plan and the Future Land Use Plan Map.

"In compliance with the comprehensive plan" should be construed as meaning the requested zoning is (i) either specifically recommended in the text of the Horizons Plan (or addendum to the plan) or is predominantly or completely surrounded by the same or compatible and desirable zoning and (ii) promotes the desired urban form. The requested district is considered desirable and in the public interest, and staff recommends approval of the requested rezoning.

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed zoning districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

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Attachments / click to download

[📄 Location Map](#)

[📄 Survey](#)

[📄 Bufferyard and Residential Charts](#)

[📄 Rezoning 11 04 V SLEW LLC 895894](#)

[📄 List of Uses OR to CG 896518](#)

Case No: 11-04

Applicant: V-SLEW, LLC

Property Information

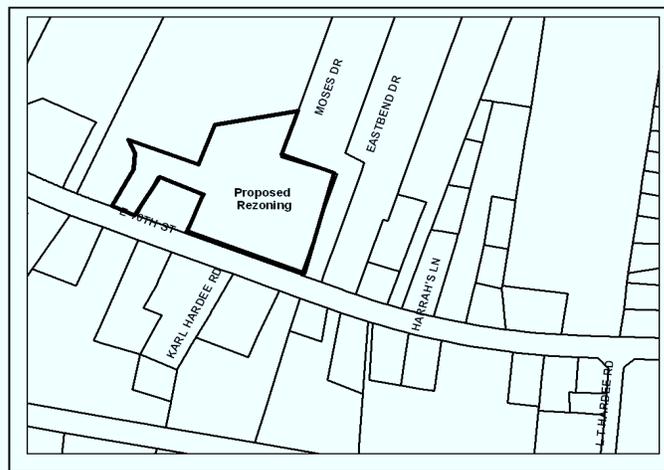
Current Zoning: OR (Office-Residential [multifamily])

Proposed Zoning: CG (General Commercial)

Current Acreage: 6.587 gross acres

Location: NC Hwy 33

Points of Access: NC Hwy 33



Location Map

Transportation Background Information

1.) NC 33- State maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	5-lane with curb & gutter	5-lane with curb & gutter
Right of way width (ft)	100	100
Speed Limit (mph)	55	55
Current ADT:	21,000 (*)	Ultimate Design ADT: 33,500 vehicles/day (**)
Design ADT:	33,500 vehicles/day (**)	
Controlled Access	No	
Thoroughfare Plan Status:	Major Thoroughfare	

Other Information: There are no sidewalks along NC 33 that service this property.

Notes: (*) 2007 City count adjusted for a 2% annual growth rate
 (**) Traffic volume based on an operating Level of Service D for existing geometric conditions
 ADT – Average Daily Traffic volume

Transportation Improvement Program Status: No planned improvements.

Trips generated by proposed use/change

Current Zoning: 745 -vehicle trips/day (*) **Proposed Zoning:** 4,800 -vehicle trips/day (*)

Estimated Net Change: increase of 4055 vehicle trips/day (assumes full-build out)

(* - These volumes are estimated and based on an average of the possible uses permitted by the current and proposed zoning.)

Impact on Existing Roads

The overall estimated trips presented above are distributed based on current traffic patterns. The estimated ADTs on NC 33 are as follows:

1.) NC 33 , East of Site: **“No build” ADT of 21,000**

Estimated ADT with Proposed Zoning (full build) – 21,960
 Estimated ADT with Current Zoning (full build) – 21,149
Net ADT change = 811 (4% increase)

Case No: 11-04

Applicant: V-SLEW, LLC

2.) NC 33 , West of Site:**“No build” ADT of 21,000**

Estimated ADT with Proposed Zoning (full build) – 24,840

Estimated ADT with Current Zoning (full build) – 21,596**Net ADT change = 3,244 (13% increase)****Staff Findings/Recommendations**

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 4800 trips to and from the site on NC 33, which is a net increase of 4055 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. These measures may include turn lane modifications on NC 33 and may require traffic signal modifications at the signalized intersection of NC 33 and Portertown Rd. Access to the tract from NC 33 will be reviewed.

EXISTING ZONING

OR (Office-Residential)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales incidental

(2) Residential:

- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- k. Family care home (see also section 9-4-103)
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility
- p. Board or rooming house
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreation facility

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operational/processing center
- c. Office; customer service not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- j. College or other institutions of higher learning
- k. Business or trade school
- n. Auditorium

- o. Church or place of worship (see also section 9-4-103)
- p. Library
- q. Museum
- r. Art Gallery
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- w. Recording studio
- x. Dance studio
- bb. Civic organizations
- cc. Trade or business organizations

(9) Repair:

* None

(10) Retail Trade:

- s. Book or card store, news stand
- w. Florist

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- a. Licensed contractor; general, electrical, plumbing, mechanical, etc. excluding outside storage
- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

OR (Office-Residential)

Special Uses

(1) General:

* None

(2) Residential:

- d. Land use intensity multifamily (LUI) development rating 50 per Article K
- e. Land use intensity dormitory (LUI) development rating 67 per Article K
- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
- o.(1). Nursing, convalescent center or maternity home; minor care facility
- r. Fraternity or sorority house

(3) Home Occupations (see all categories):

* None

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- c.(1). Tennis club; indoor and outdoor facilities
- h. Commercial recreation; indoor only, not otherwise listed

(7) Office/ Financial/ Medical:

- f. Veterinary clinic or animal hospital (also see animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor
or caretaker and section 9-4-103)
- ff. Mental health, emotional or physical rehabilitation center

(9) Repair:

- * None

(10) Retail Trade:

- h. Restaurant; conventional
- j. Restaurant; regulated outdoor activities

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- * None

(12) Construction:

- * None

(13) Transportation:

- h. Parking lot or structure; principle use

(14) Manufacturing/ Warehousing:

- * None

(15) Other Activities (not otherwise listed - all categories):

- a. Other activities; personal services not otherwise listed
- b. Other activities; professional services not otherwise listed

PROPOSED ZONING

CG (General Commercial)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- e. Temporary uses; of listed district uses
- f. Retail sales; incidental
- g. Incidental assembly of products sold at retail or wholesale as an accessory to principle use

*(2) Residential: * None*

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use. (See also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use
- g. Liquor store, state ABC

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- h Commercial recreation; indoor only, not otherwise listed
- j. Bowling alleys
- n. Theater; movie or drama, indoor only
- q. Circus, carnival or fair, temporary only (see also section 9-4-103)
- s. Athletic Club; indoor only

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operation/processing center
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
- g. Catalogue processing center

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- k. Business or trade school
- o. Church or place of worship (see also section 9-4-103)
- q. Museum
- r. Art Gallery
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- y.(1) Television and/or radio broadcast facilities including receiving and transmission equipment and towers not exceeding 200 feet in height or cellular telephone and wireless communication towers not exceeding 200 feet in height (see also section 9-4-103)
- z. Printing or publishing service including graphic art, map, newspapers, magazines and books
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- hh. Exercise and weight loss studio; indoor only
- kk. Launderette; household users
- ll. Dry cleaners; household users
- oo. Clothes alteration or shoe repair shop
- pp. Automobile wash

(9) Repair:

- g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- f. Office and school supply, equipment sales
- g. Fish market; excluding processing or packing
- h. Restaurant; conventional
- i. Restaurant; fast food
- k. Medical supply sales and rental of medically related products
- l. Electric; stereo, radio, computer, television, etc. sales and accessory repair
- m. Appliance; household use, sales and accessory repair, excluding outside storage
- p. Furniture and home furnishing sales not otherwise listed
- q. Floor covering, carpet and wall covering sales
- r. Antique sales; excluding vehicles
- s. Book or card store, news stand
- t. Hobby or craft shop
- u. Pet shop (see also animal boarding; outside facility)
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist
- x. Sporting goods sales and rental shop
- y. Auto part sales (see also major and minor repair)
- aa. Pawnbroker
- bb. Lawn and garden supply and household implement sales and accessory sales
- ee. Christmas tree sales lot; temporary only (see also section 9-4-103)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- b. Rental of home furniture, appliances or electronics and medically related products (see also (10)k.)
- c. Rental of cloths and accessories; formal wear, etc.

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)
- e. Building supply; lumber and materials sales, plumbing and/or electrical supply excluding outside storage
- f. Hardware store

(13) Transportation:

- c. Taxi or limousine service
- h. Parking lot or structure; principal use

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

CG (General Commercial)

Special Uses

(1) General:

* None

(2) Residential:

- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home

(3) Home Occupations (see all categories):

* None

(4) Governmental:

a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- d. Game center
- l. Billiard parlor or pool hall
- m. Public or private club
- t. Athletic club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

- c. Office; customer services, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- f. Veterinary clinic or animal hospital (see also animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private

(9) Repair:

- a. Major repair; as an accessory or principal use
- b. Minor repair; as an accessory or principal use

(10) Retail Trade:

- b. Gasoline or automotive fuel sales; accessory or principal use, retail
- j. Restaurant; regulated outdoor activities
- n. Appliances; commercial use, sales and accessory repair, excluding outside storage

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- d. Rental of automobiles, noncommercial trucks or trailers, recreational vehicles, motorcycles and boats
- f. Automobile, truck, recreational vehicle, motorcycle and boat sales and service (see also major and minor repair)

(12) Construction:

* None

(13) Transportation:

* None

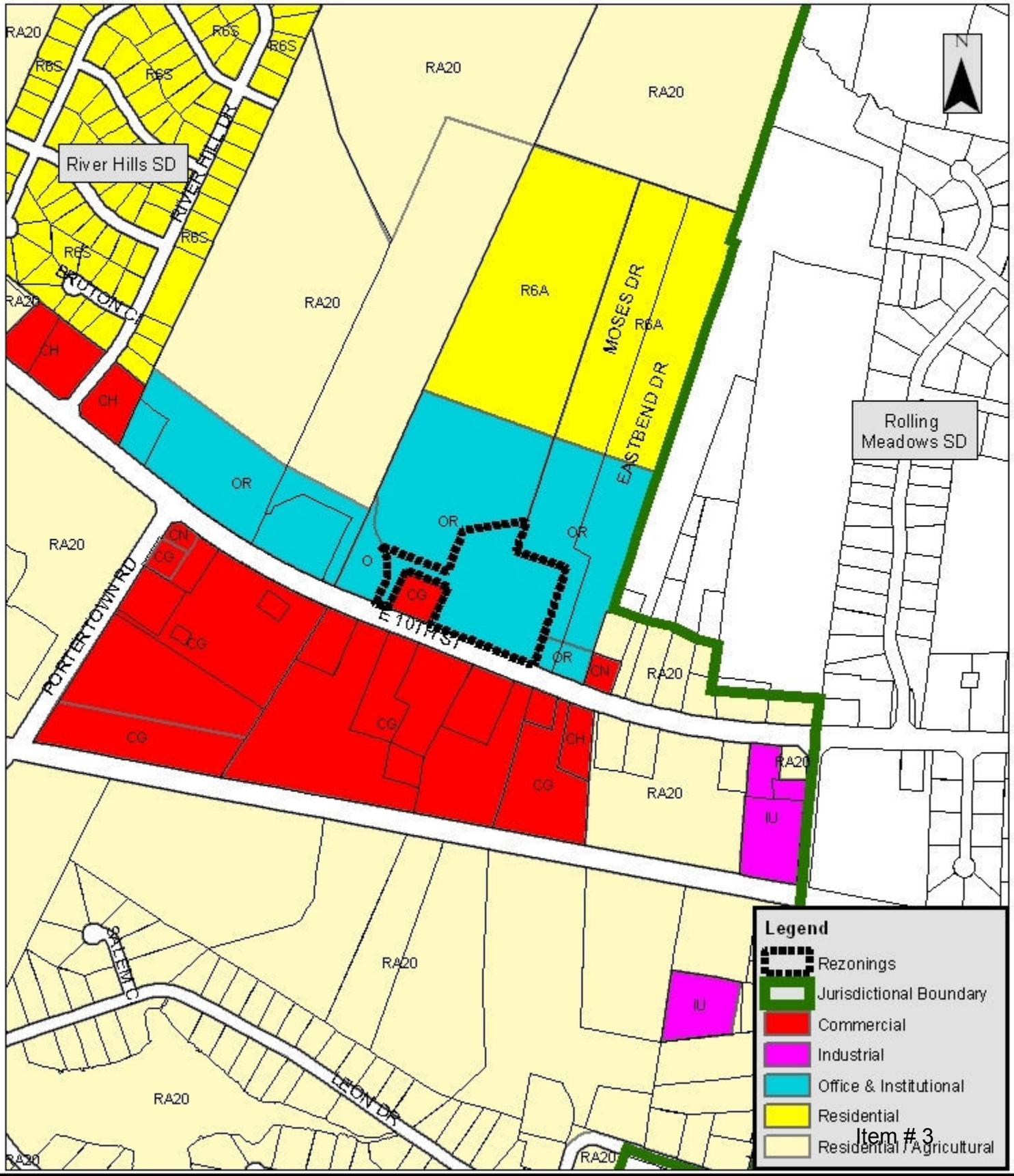
(14) Manufacturing/ Warehousing:

k. Mini-storage warehouse, household; excluding outside storage

(15) Other Activities (not otherwise listed - all categories):

- a. Other activities; personal services not otherwise listed
- b. Other activities; professional activities not otherwise listed
- c. Other activities; commercial services not otherwise listed
- d. Other activities; retail sales not otherwise listed

V-SLEW, LLC
From OR to CG
6.587 acres
May 3, 2011



04/30/07

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)		
Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)	
Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)	
Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)	
Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)	
Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)	
Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.

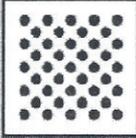
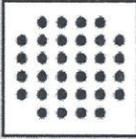
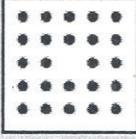
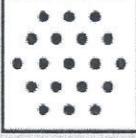
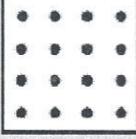
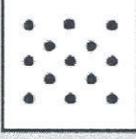
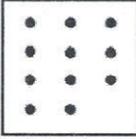
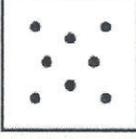
Residential Density		
Maximum density allowed by Zoning District based on average of 2.67 persons per dwelling unit		
High Density		
R6 R6-N R6-MH OR CDF	17 units per acre yields 45 persons per acre	
PUD	12 units per acre yields 32 persons per acre	
Medium Density		
R6-A	9 units per acre yields 24 persons per acre	
R6-S	7 units per acre yields 19 persons per acre	
R9	6 units per acre yields 16 persons per acre	
R9-S	5 units per acre yields 13 persons per acre	
Low Density		
RA-20 MRS	4 units per acre yields 11 persons per acre	
R15-S	3 units per acre yields 8 persons per acre	

Illustration: Maximum allowable density in Residential Zoning Districts



City of Greenville, North Carolina

Meeting Date: 5/17/2011
Time: 6:30 PM

Title of Item: Ordinance requested by Century Financial Services Group, LLC and Reuben Turner to rezone 4.753 acres located along the northern right-of-way of East 10th Street, 1,000± feet east of Bayt Shalom Synagogue and 1,100± feet west of Rolling Meadow Subdivision from OR (Office-Residential) to CG (General Commercial).

Explanation:

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on May 3, 2011.
On-site sign(s) posted on May 3, 2011.
City Council public hearing notice (property owner and adjoining property owner letter) mailed - N/A.
Public hearing legal advertisement published - N/A.

Comprehensive Plan:

The subject site is located in Vision Area C.

East 10th Street (NC 33) is considered a gateway corridor from its intersection with Greenville Boulevard and continuing east. Gateway corridors serve as primary entranceways into the City and help define community character.

There is a recognized intermediate focus area to the east of the intersection of East 10th Street and Portertown Road. Intermediate focus areas generally contain 50,000 to 150,000 square feet of conditioned floor space.

The Future Land Use Plan Map recommends commercial (C) along the northern right-of-way of East 10th Street east of Bayt Shalom Synagogue to the eastern boundary of Eastbend Estates Mobile Home Park. To the east and west, office/institutional/multi-family is recommended transitioning to medium density residential (MDR), low density residential (LDR) and further decreasing to very low density residential (VLDR) toward the Tar

River. Conservation/open space (COS) is recommended along the Tar River.

Thoroughfare/Traffic Report Summary (PWD- Engineering Division):

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 4,070 trips to and from the site to NC 33, which is a net increase of 3,538 trips per day.

During the review process, measures to mitigate the traffic will be determined. These measures may include turn lane modifications on NC 33 and may require traffic signal modifications at the signalized intersection of NC 33 and Portertown Road. Access to the tract from NC 33 will be reviewed.

History/Background:

There was a small portion (0.8± acres) of the subject tract that was incorporated into the extra-territorial jurisdiction (ETJ) after 1989 and zoned RA20. At that time, the remaining portion of the property was located in Pitt County's Jurisdiction.

On January 10, 2008, the remaining portion of the property was annexed into the City's Jurisdiction and zoned OR (office-multi-family) and R6A (multi-family) per the owner's requests.

On December 7, 2010, Horizon's Greenville's Community Plan was updated. As part of the update, the Future Land Use Plan Map was amended. The approved amendment changed the recommended land use recommendation from office/institutional/multi-family (OIMF) to commercial (C), as per the land owners' request.

Present Land Use:

Currently, the subject property is a portion of Greenville Mobile Home Estates and Eastbend Estes Mobile Home Park.

Water/Sewer:

Water is available from Eastern Pines Water Corporation. Sanitary sewer is available from River Hills pump station.

Historic Sites:

There are no known effects on designated sites.

Environmental Conditions/Constraints:

There is an area of potential wetlands on the property.

Surrounding Land Uses and Zoning:

North: OR - Greenville Mobile Home Estates and Eastbend Mobile Home Park
(under

common ownership of applicants)

South: CG - one (1) single-family residence; CH - commercial building

East: CH - retail shop; RA20 and RR (County's Jurisdiction) - farmland

West: OR - vacant (see rezoning application #11-04 - V-SLEW, LLC)

Density Estimates:

Under the current zoning (OR), staff would anticipate the site to yield 57-66 multi-family units (1, 2 and 3 bedrooms) at 12-14 units per acre. Under maximum density, the site could yield up to 80 multi-family units (1,2 and 3 bedrooms) at 17 units per acre.

Under the proposed zoning (CG), the site could yield up to 41,408 square feet of retail/restaurant/office space.

The anticipated build-out time is 2-5 years.

Fiscal Note:

No cost to the City.

Recommendation:

In staff's opinion, the request is in compliance with Horizons: Greenville's Community Plan and the Future Land Use Plan Map.

"In compliance with the comprehensive plan" should be construed as meaning the requested zoning is (i) either specifically recommended in the text of the Horizons Plan (or addendum to the plan) or is predominantly or completely surrounded by the same or compatible and desirable zoning and (ii) promotes the desired urban form. The requested district is considered desirable and in the public interest, and staff recommends approval of the requested rezoning.

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed zoning districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

[Location Map](#)

[Survey](#)

[Bufferyard and Residential Charts](#)

[Rezoning 11_05 Century Financial Services Group LLC Reuben Turner 895895](#)

[List of Uses OR to CG 896518](#)

REZONING THOROUGHFARE/TRAFFIC VOLUME REPORT

Case No: 11-05

Applicant: Century Financial Services Group, LLC & Reuben Turner

Property Information

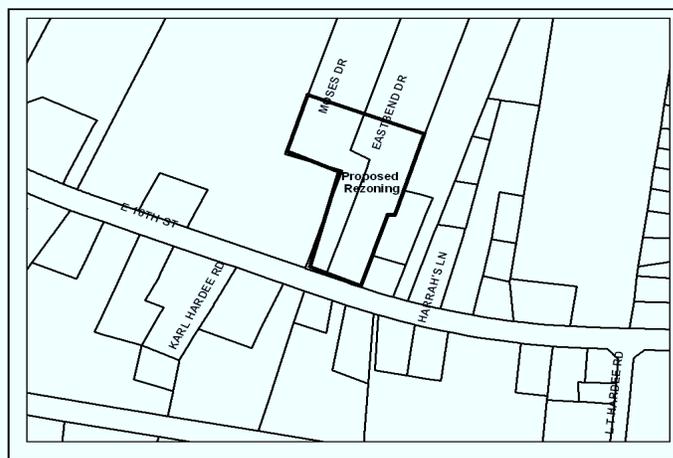
Current Zoning: OR (Office-Residential [multi-family])

Proposed Zoning: CG (General Commercial)

Current Acreage: 4.753 gross acres

Location: NC Hwy 33

Points of Access: NC Hwy 33



Location Map

Transportation Background Information

1.) NC 33- State maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	5-lane with curb & gutter	5-lane with curb & gutter
Right of way width (ft)	100	100
Speed Limit (mph)	55	55
Current ADT:	21,000 (*)	Ultimate Design ADT: 33,500 vehicles/day (**)
Design ADT:	33,500 vehicles/day (**)	
Controlled Access	No	
Thoroughfare Plan Status:	Major Thoroughfare	

Other Information: There are no sidewalks along NC 33 that service this property.

Notes: (*) 2007 City count adjusted for a 2% annual growth rate
 (**) Traffic volume based an operating Level of Service D for existing geometric conditions
 ADT – Average Daily Traffic volume

Transportation Improvement Program Status: No planned improvements.

Trips generated by proposed use/change

Current Zoning: 532 -vehicle trips/day (*) **Proposed Zoning:** 4,070 -vehicle trips/day (*)

Estimated Net Change: increase of 3538 vehicle trips/day (assumes full-build out)

(* - These volumes are estimated and based on an average of the possible uses permitted by the current and proposed zoning.)

Impact on Existing Roads

The overall estimated trips presented above are distributed based on current traffic patterns. The estimated ADTs on NC 33 are as follows:

1.) NC 33 , East of Site:	“No build” ADT of 21,000
Estimated ADT with Proposed Zoning (full build) –	21,814
Estimated ADT with Current Zoning (full build) –	21,106
Net ADT change =	708 (3% increase)

Case No: 11-05

Applicant: Century Financial Services Group, LLC & Reuben Turner

2.) NC 33 , West of Site:**“No build” ADT of 21,000**

Estimated ADT with Proposed Zoning (full build) – 24,256

Estimated ADT with Current Zoning (full build) – 21,426**Net ADT change = 2,830 (13% increase)****Staff Findings/Recommendations**

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 4070 trips to and from the site on NC 33, which is a net increase of 3538 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. These measures may include turn lane modifications on NC 33 and may require traffic signal modifications at the signalized intersection of NC 33 and Portertown Rd. Access to the tract from NC 33 will be reviewed.

EXISTING ZONING

OR (Office-Residential)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales incidental

(2) Residential:

- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- k. Family care home (see also section 9-4-103)
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility
- p. Board or rooming house
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreation facility

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operational/processing center
- c. Office; customer service not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- j. College or other institutions of higher learning
- k. Business or trade school
- n. Auditorium

- o. Church or place of worship (see also section 9-4-103)
- p. Library
- q. Museum
- r. Art Gallery
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- w. Recording studio
- x. Dance studio
- bb. Civic organizations
- cc. Trade or business organizations

(9) Repair:

* None

(10) Retail Trade:

- s. Book or card store, news stand
- w. Florist

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- a. Licensed contractor; general, electrical, plumbing, mechanical, etc. excluding outside storage
- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

OR (Office-Residential)

Special Uses

(1) General:

* None

(2) Residential:

- d. Land use intensity multifamily (LUI) development rating 50 per Article K
- e. Land use intensity dormitory (LUI) development rating 67 per Article K
- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
- o.(1). Nursing, convalescent center or maternity home; minor care facility
- r. Fraternity or sorority house

(3) Home Occupations (see all categories):

* None

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- c.(1). Tennis club; indoor and outdoor facilities
- h. Commercial recreation; indoor only, not otherwise listed

(7) Office/ Financial/ Medical:

- f. Veterinary clinic or animal hospital (also see animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor
or caretaker and section 9-4-103)
- ff. Mental health, emotional or physical rehabilitation center

(9) Repair:

- * None

(10) Retail Trade:

- h. Restaurant; conventional
- j. Restaurant; regulated outdoor activities

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- * None

(12) Construction:

- * None

(13) Transportation:

- h. Parking lot or structure; principle use

(14) Manufacturing/ Warehousing:

- * None

(15) Other Activities (not otherwise listed - all categories):

- a. Other activities; personal services not otherwise listed
- b. Other activities; professional services not otherwise listed

PROPOSED ZONING

CG (General Commercial)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- e. Temporary uses; of listed district uses
- f. Retail sales; incidental
- g. Incidental assembly of products sold at retail or wholesale as an accessory to principle use

*(2) Residential: * None*

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use. (See also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use
- g. Liquor store, state ABC

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- h Commercial recreation; indoor only, not otherwise listed
- j. Bowling alleys
- n. Theater; movie or drama, indoor only
- q. Circus, carnival or fair, temporary only (see also section 9-4-103)
- s. Athletic Club; indoor only

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operation/processing center
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
- g. Catalogue processing center

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- k. Business or trade school
- o. Church or place of worship (see also section 9-4-103)
- q. Museum
- r. Art Gallery
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- y.(1) Television and/or radio broadcast facilities including receiving and transmission equipment and towers not exceeding 200 feet in height or cellular telephone and wireless communication towers not exceeding 200 feet in height (see also section 9-4-103)
- z. Printing or publishing service including graphic art, map, newspapers, magazines and books
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- hh. Exercise and weight loss studio; indoor only
- kk. Launderette; household users
- ll. Dry cleaners; household users
- oo. Clothes alteration or shoe repair shop
- pp. Automobile wash

(9) Repair:

- g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- f. Office and school supply, equipment sales
- g. Fish market; excluding processing or packing
- h. Restaurant; conventional
- i. Restaurant; fast food
- k. Medical supply sales and rental of medically related products
- l. Electric; stereo, radio, computer, television, etc. sales and accessory repair
- m. Appliance; household use, sales and accessory repair, excluding outside storage
- p. Furniture and home furnishing sales not otherwise listed
- q. Floor covering, carpet and wall covering sales
- r. Antique sales; excluding vehicles
- s. Book or card store, news stand
- t. Hobby or craft shop
- u. Pet shop (see also animal boarding; outside facility)
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist
- x. Sporting goods sales and rental shop
- y. Auto part sales (see also major and minor repair)
- aa. Pawnbroker
- bb. Lawn and garden supply and household implement sales and accessory sales
- ee. Christmas tree sales lot; temporary only (see also section 9-4-103)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- b. Rental of home furniture, appliances or electronics and medically related products (see also (10)k.)
- c. Rental of cloths and accessories; formal wear, etc.

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)
- e. Building supply; lumber and materials sales, plumbing and/or electrical supply excluding outside storage
- f. Hardware store

(13) Transportation:

- c. Taxi or limousine service
- h. Parking lot or structure; principal use

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

CG (General Commercial)
Special Uses

(1) General:

* None

(2) Residential:

- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home

(3) Home Occupations (see all categories):

* None

(4) Governmental:

a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- d. Game center
- l. Billiard parlor or pool hall
- m. Public or private club
- t. Athletic club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

- c. Office; customer services, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- f. Veterinary clinic or animal hospital (see also animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private

(9) Repair:

- a. Major repair; as an accessory or principal use
- b. Minor repair; as an accessory or principal use

(10) Retail Trade:

- b. Gasoline or automotive fuel sales; accessory or principal use, retail
- j. Restaurant; regulated outdoor activities
- n. Appliances; commercial use, sales and accessory repair, excluding outside storage

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- d. Rental of automobiles, noncommercial trucks or trailers, recreational vehicles, motorcycles and boats
- f. Automobile, truck, recreational vehicle, motorcycle and boat sales and service (see also major and minor repair)

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

k. Mini-storage warehouse, household; excluding outside storage

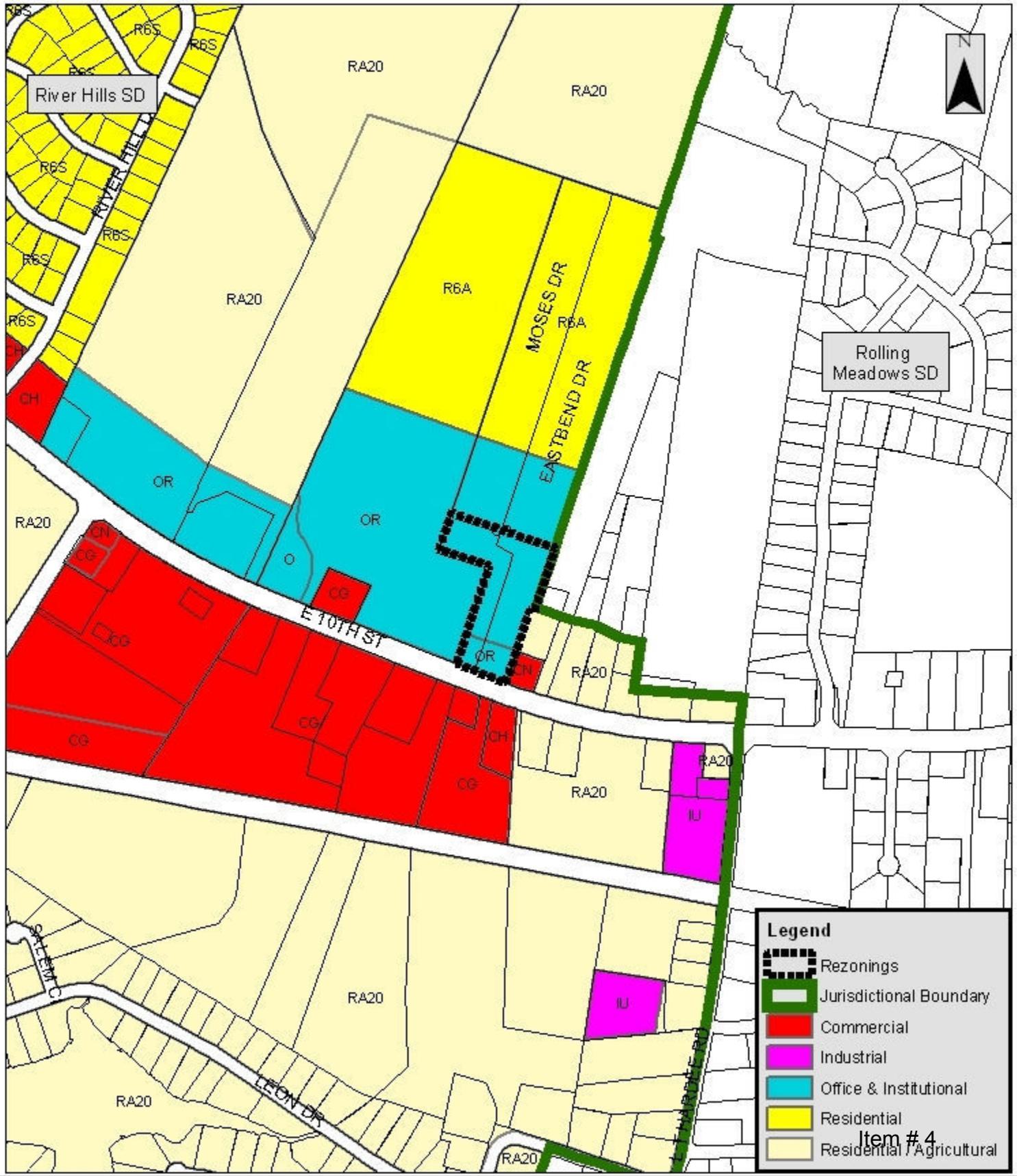
(15) Other Activities (not otherwise listed - all categories):

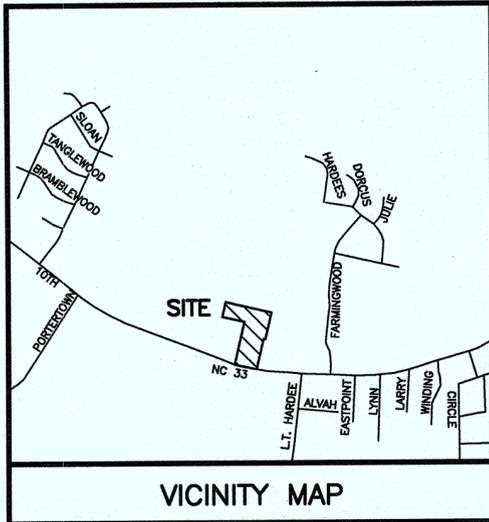
- a. Other activities; personal services not otherwise listed
- b. Other activities; professional activities not otherwise listed
- c. Other activities; commercial services not otherwise listed
- d. Other activities; retail sales not otherwise listed

Century Financial Services Group, LLC and Reuben Turner

From OR to CG

4.753 acres
May 3, 2011





VICINITY MAP

OR
V-SLEW
 MB 68, PG 65
 DB 2043, PG 165

ADJOINING PROPERTY OWNERS ADDRESSES

KARL W. HARDEE
 4440 E. 10TH STREET
 GREENVILLE, NC 27858

JAMES I. DEAL
 4500 E. 10TH STREET
 GREENVILLE, NC 27858

V-SLEW, LLC
 2625 CHARLES BOULEVARD
 GREENVILLE, NC 27858

OLLIE J. GUPTON JR
 3001-A MULBERRY LANE
 GREENVILLE, NC 27858

JOYCE H. MCROY
 4651 E. 10TH STREET
 GREENVILLE, NC 27858

JOHNNIE E. WIGGINS
 4631 E. 10TH STREET
 GREENVILLE, NC 27858

LEGEND

- NPS = NO POINT SET
- EIP = EXISTING IRON PIPE
- CH = CHORD
- R/W = RIGHT-OF-WAY
- R = RADIUS
- EPKN = EXISTING PARKER KALON NAIL
- ECM = EXISTING CONCRETE MONUMENT

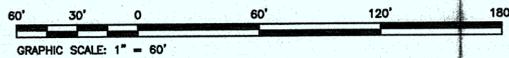
- = EXISTING ZONING
- = PROPOSED ZONING

NOTES

1. THIS SURVEY IS OF ANOTHER CATEGORY.
2. ALL AREA CALCULATED BY COORDINATE GEOMETRY.

AREA TO BE REZONED: 4.753 ACRES

△ REVISED: 5/4/11 (CITY COMMENTS (JJB)
 CORRECT ZONING
 ADD ETJ LINE



A PORTION OF PARCEL# 30723
 TAX MAP# 5607-31-3758
 A PORTION OF PARCEL# 17290
 TAX MAP# 5607-41-1715

REZONING MAP FOR

CENTURY FINANCIAL SERVICES GROUP, LLC & REUBEN P. TURNER

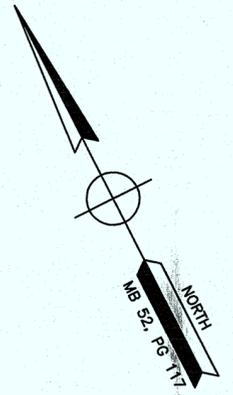
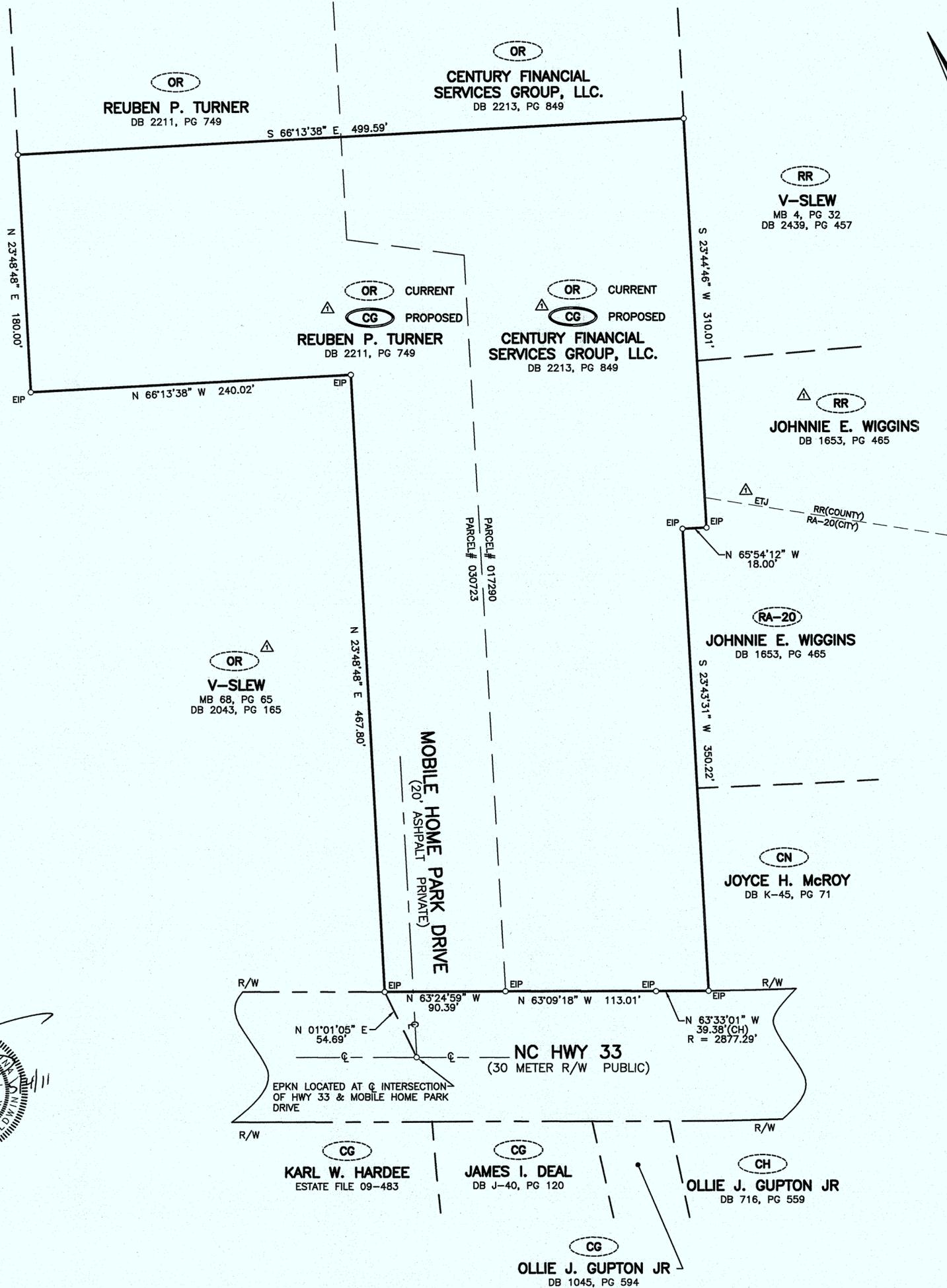
REFERENCE: A PORTION OF THE PROPERTY DESCRIBED IN DEED BOOK 2213, PAGE 849 AND A PORTION OF THE PROPERTY DESCRIBED IN DEED BOOK 2211, PAGE 749 OF THE PITT COUNTY REGISTRY
 GREENVILLE, GRIMESLAND TOWNSHIP, PITT COUNTY, N.C.

OWNER: **REUBEN P. TURNER**
 ADDRESS: P.O. BOX 12463
 NEW BERN, NC 28561
 PHONE: (252) 633-0053

OWNER: **CENTURY FINANCIAL SERVICES GROUP, LLC**
 ADDRESS: 740 SE GREENVILLE BLVD
 SUITE 400 #314
 GREENVILLE, NC 27858
 PHONE: (252) 327-5555

Baldwin Design Consultants, PA
 LICENSE# C-3498
 DESIGN - LAND PLANNING - SURVEYING
 708-D CROWMELL DRIVE
 GREENVILLE, NC 27858 252.756.1390

SURVEYED: MM APPROVED: MWB
 DRAWN: CNS/JJB DATE: 04/15/11
 CHECKED: MWB SCALE: 1" = 60'



04/30/07

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)		
Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)	
Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)	
Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)	
Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)	
Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)	
Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.

Residential Density		
Maximum density allowed by Zoning District based on average of 2.67 persons per dwelling unit		
High Density		
R6 R6-N R6-MH OR CDF	17 units per acre yields 45 persons per acre	
PUD	12 units per acre yields 32 persons per acre	
Medium Density		
R6-A	9 units per acre yields 24 persons per acre	
R6-S	7 units per acre yields 19 persons per acre	
R9	6 units per acre yields 16 persons per acre	
R9-S	5 units per acre yields 13 persons per acre	
Low Density		
RA-20 MRS	4 units per acre yields 11 persons per acre	
R15-S	3 units per acre yields 8 persons per acre	

Illustration: Maximum allowable density in Residential Zoning Districts