



Zoning Committee

REQUEST

Current Zoning: NC (neighborhood center)
Proposed Zoning: CG(CD) (general commercial, conditional)

LOCATION

Approximately 0.434 acres located along the east side of Beatties Ford Road, south of Holly Street, and north of Dr Webber Avenue.
(Council District 2 - Graham)

PETITIONER

Fifth Third Bank

**ZONING COMMITTEE
ACTION/ STATEMENT
OF CONSISTENCY**

The Zoning Committee voted 6-1 to recommend APPROVAL of this petition and adopt the consistency statement as follows:

To Approve:

This petition is found to be **inconsistent** with the *2040 Policy Map (2022)* based on the information from the staff analysis and the public hearing, and because:

- The *2040 Policy Map* calls for Neighborhood Center.

However, we find this petition to be reasonable and in the public interest, based on the information from the staff analysis and the public hearing, and because:

- This rezoning site is located along the Beatties Ford Road/Rozzelles Ferry Road Corridor of Opportunity and is in an area that is dominated by various commercial uses that service nearby residents. The Corridors of Opportunity (COO) program aims to revitalize areas with a mix of uses that provide critical resources and businesses to its neighbors, creating more prosperous and safe communities.
- The *Corridors of Opportunity Workforce Analysis (2021)* found that the number of residents in the Beatties Ford Road corridor that work in the business and finance industry exceeds the number of jobs that the corridor offers for this sector. This indicates a lack of business and financial institutions in the area that could employ and service local residents. The 2021 study also found that the vast majority of residents within the corridor and broader 28216 zip code work outside of their community, with only 4% of the corridor residents finding employment within the 28216 zip code. Nearly

every occupation identified in the study had more resident workers than jobs available in the 28216 zip code. This rezoning could provide job opportunities to residents of the corridor, facilitating a small mitigation to the imbalanced flow of labor in the area.

- The *Urban Main Transformation Strategy Report, Beatties Ford/LaSalle Corridor (2020)* was created in collaboration with the corridor's business district community to take inventory of areas for improvement and the strategies that may be employed to address them. The report recommended targeting the corridor with the Neighborhood Goods and Services strategy to bolster healthy entrepreneurship that provides robust commercial enterprises that benefit the community. More specifically, the report outlined a number of commercial uses that encompass the Neighborhood Goods and Services strategy including but not limited to banks, auto repair facilities, restaurants, grocery stores, and gas stations. The range of uses listed in the report for this strategy fit better with the general commercial zoning district than the neighborhood center district.
- The proposed general commercial zoning district aligns with the adjacent uses as well as the historical uses on the site. Unlike previous legacy districts however, the UDO's general commercial district builds in stricter standards for facilities such as drive-throughs and automotive-oriented businesses.
- The development standards of this rezoning build in preferred drive-through facility design standards by prohibiting drive-through lanes and circulation between the street and building façade.
- The required landscape yard for this parcel if developing under the general commercial district would be a Class B Landscape Yard along any property boundaries adjacent to the Neighborhood 1 or Neighborhood 2 Place Types. This 25' landscape yard, which cannot be reduced in width, will help to screen any development along the site's eastern boundary as well as a portion of the parcel's southern boundary.
- This site was previously zoned B-1, neighborhood business, under the legacy ordinance. It was translated on June 1, 2023, to NC due to the pedestrian overlay. This rezoning to allow commercial uses would not be out of alignment with the site's previous entitlements. Redevelopment at this site would trigger pedestrian improvements along the Beatties Ford Road frontage, which would help further the goals of the recommended Neighborhood Center Place Type.
- The petition could facilitate the following *2040 Comprehensive Plan* Goals:
 - 1: 10 Minute Neighborhoods
 - 5: Safe & Equitable Mobility

- 6: Healthy, Safe & Active Communities
- 8: Diverse & Resilient Economic Opportunity
- 10: Fiscally Responsible

The approval of this petition will revise the recommended place type as specified by the *2040 Policy Map*, from Neighborhood Center to Commercial for the site.

Motion/Second: Sealey / Neeley
 Yeas: Neeley, Russell, Sealey, Welton, Whilden, Winiker
 Nays: Lansdell
 Absent: None
 Recused: None

ZONING COMMITTEE DISCUSSION

Staff provided a summary of the petition and noted that it is inconsistent with the *2040 Policy Map*.

Commissioner Whilden expressed concerns with turning left along this road.

Commissioner Lansdell noted that what was stated by the petitioner at the public hearing was not reflective of what he has heard from the neighborhood. Commissioner Lansdell asked for clarity on the workforce analysis. Staff explained that the outflow of labor is greater than desired particularly as it relates to a lack of jobs in the business and finance sector in this community.

Chairperson Welton noted that there are existing banks in the area. Chairperson Welton clarified that this is in the opportunity zone that received a federal grant for development.

There was no further discussion of this petition.

MINORITY OPINION

This proposal is inconsistent with the recommended Neighborhood Center Place Type.

PLANNER

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