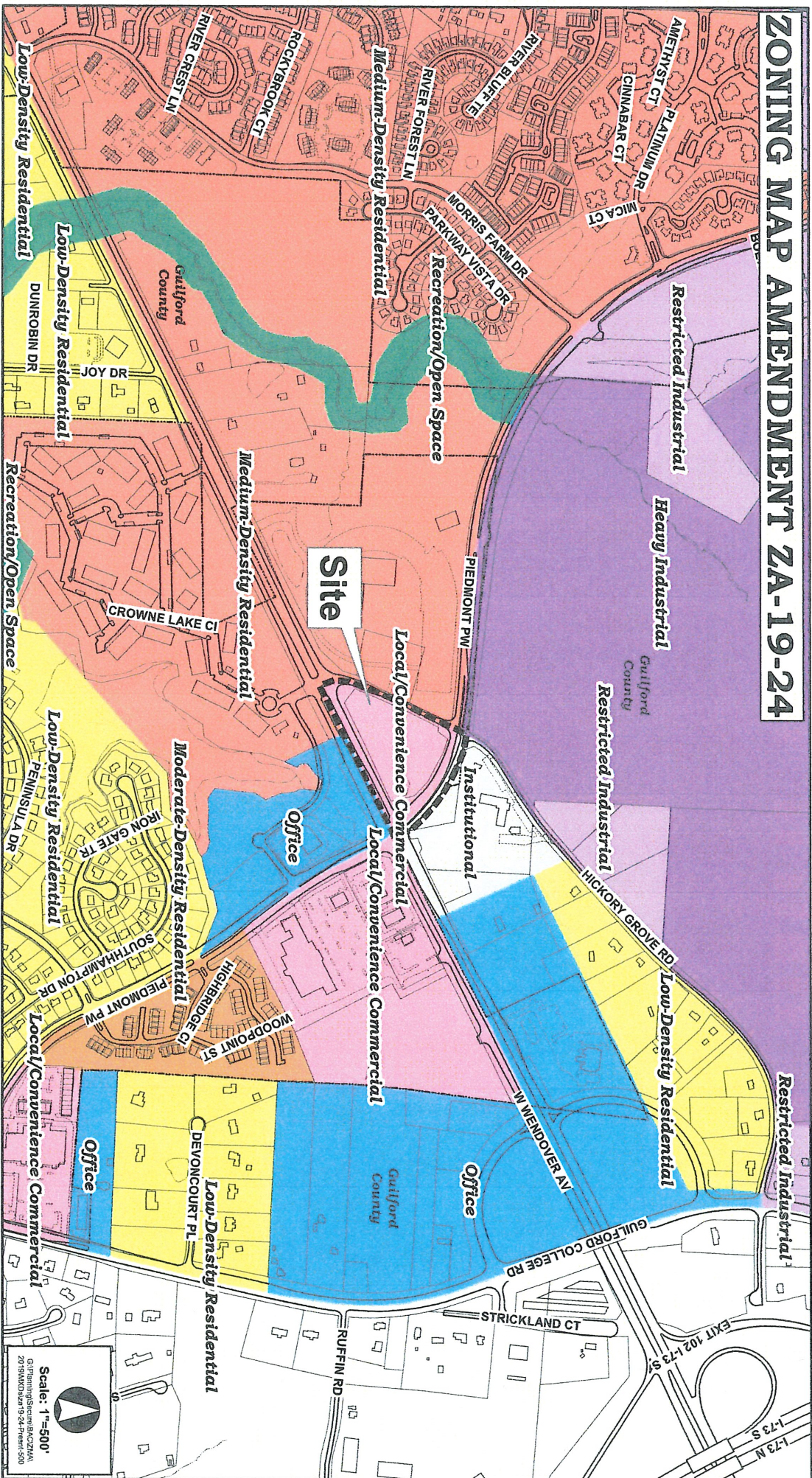
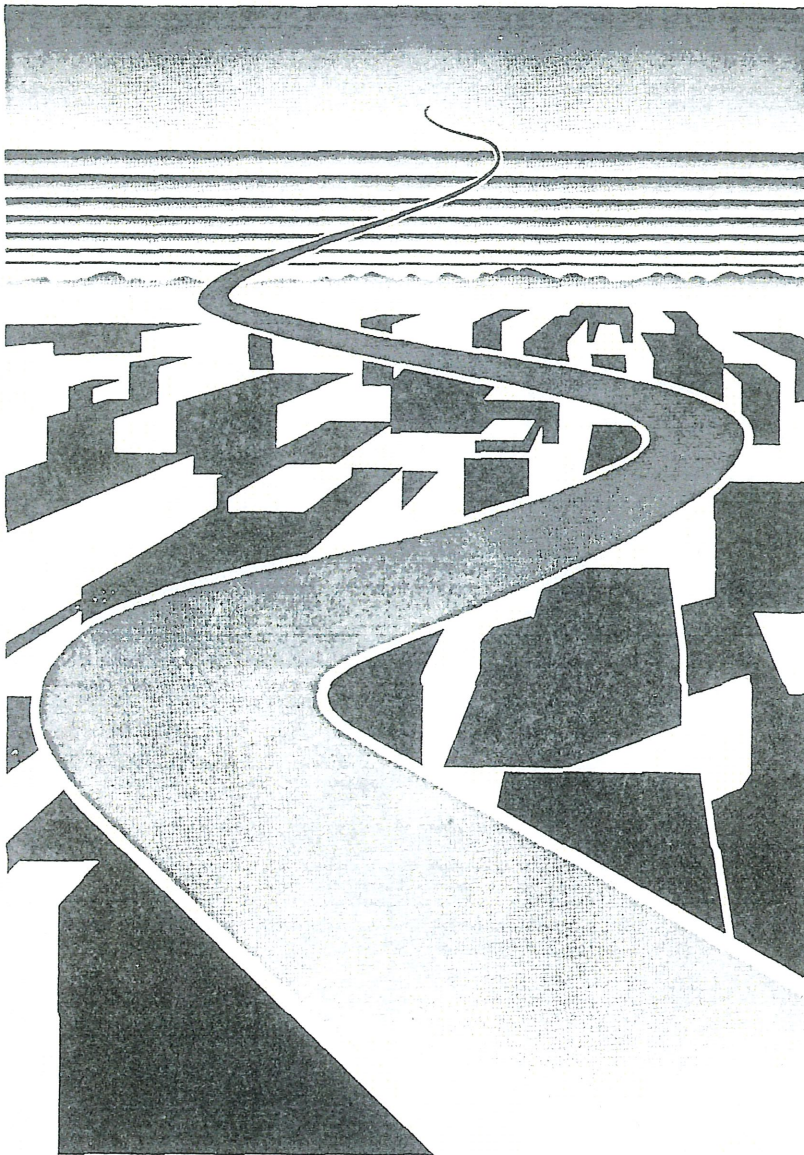


- **Office:** This classification includes professional, personal and business service uses.
- **Local/Convenience Commercial:** This classification includes moderate-intensity convenience retail or service uses, generally serving small, local neighborhoods.
- **Community/Regional Commercial:** This classification includes a wider range of retail or service uses intended to serve the entire community and nearby regional customers.
- **Restricted Industrial:** This classification accommodates office, warehouse, research and development, distribution, and light manufacturing or assembly uses on larger sites in unified developments.
- **Light Industrial:** Light industrial uses include general manufacturing, wholesaling, warehousing, and research and development uses.
- **Heavy Industrial:** This classification includes the whole range of assembling, fabricating, and heavy manufacturing activities, some of which have significant environmental impacts or nuisance effects, as well as certain intense and large-scale, open land uses like wastewater treatment plants, landfills and quarries.
- **Institutional:** Public, quasi-public and institutional uses on large tracts are included in this classification.
- **Recreation/Open Space:** Lands for recreation or open space are included in this classification, offering either active use or passive enjoyment and environmental protection.
- **Rural Development:** This classification includes residential development at very low densities of one dwelling unit per gross acre or less in areas where utility services are not anticipated, as well as a limited amount of low-intensity nonresidential development.
- **Mixed Use Development:** This classification provides for the siting of a variety of land uses in close proximity to each other where this is desirable due to existing land use patterns, environmental constraints, the need to preserve open space, the opportunity to provide alternative modes of transit and other factors.
- **Future Growth Area:** This classification includes environmentally sensitive lands, rural subdivisions and agricultural or undeveloped areas lacking public water and sewer and other municipal facilities, infrastructure and services. These lands are not intended for development within the five-year timeframe of this adopted Land Use Plan, but shall await reevaluation during the next scheduled Major Five-year Review process or a Plan amendment pursuant to the Minor Review process before they can be reclassified to an appropriate land use category.

ZONING MAP AMENDMENT ZA-19-24





**WEST WENDOVER AVENUE/
GUILFORD COLLEGE ROAD
CORRIDOR PLAN**

JUNE 1, 1995

RECOMMENDATIONS

Following are the major land use changes that have occurred since 1989 and that are recommended in the future for the West Wendover Avenue/Guilford College Road Corridor. These changes are based on the land use objectives and recent development trends. They are illustrated on Map 3, Future Land Use Map. A description of the land use classifications is given on page 28 in the Appendix.

1. **Area 1 - From Community/Regional Commercial to Office.** This change will ensure a harmonious relationship between new development and the Deep River Friend's Meeting property. The area projected is approximately 16 acres in the southwest quadrant of the intersection of West Wendover Avenue and Penny Road.
2. **Area 2 - From Low-Density Residential to High-Density Residential.** High-density residential development (greater than eight dwelling units per acre) here will provide a transition between the more intensive commercial and office uses to the west and the low-density residential (between one and five dwelling units per acre) and medium-density residential (between five and eight dwelling units per acre) uses to the east. The area projected is approximately 60 acres, 30 acres on each side of West Wendover Avenue east of Penny Road.
3. **Area 3 - From Low- and Medium-Density Residential to Restricted industrial.** This area reflects a 1994 rezoning to Conditional Use Light Industrial in Piedmont Centre. The area is approximately 44 acres at the intersection of West Wendover Avenue and Premier Drive.
4. **Area 4 - From Low-Density Residential to Medium-Density Residential.** This area reflects two recently approved multi-family and townhouse developments--River View Townhomes and Deep River Apartments--in the area. These developments will total more than 50 acres. About 87 additional acres north of West Wendover Avenue, from just west of Wintergreen Court to the open space area along Long Branch, for medium-density residential use is projected.
5. **Area 5A - From Low-Density Residential to High-Density Residential.** Approximately 38 acres west of Hickory Grove Road is projected for high-density residential development. This land use will be compatible with the high-density residential and commercial uses on the south side of West Wendover Avenue.
6. **Area 5B - From Low-Density Residential to Office.** Approximately 15 acres east of Hickory Grove Road is designated for office use due to the proximity to other proposed office developments and the proposed realignment of Guilford College Road at the West Wendover Avenue interchange.

- Include locational standards for accessory structures and equipment such as fuel pumps and canopies, screening mechanical equipment and loading area, and
- Dedicate right-of-way for road improvements and restrict access.

Staff Analysis

Currently, W. Wendover Avenue has major commercial nodes at the western end at NC 68 and Penny Road and on the eastern end at Bridford Parkway and I-40 in Greensboro. The area in between these two major commercial nodes is a mixture of residential, office, and local serving commercial uses.

This site is unique in that it is situated at the signalized intersection of two major thoroughfares and it is completely surrounded by public streets. It is constrained because access is prohibited to Piedmont Parkway and access is restricted to W. Wendover Avenue. **Due to the site's location, configuration, and limited access, the allowance of some limited intensity neighborhood serving commercial uses similar to those across the intersection, will not conflict with the overall objectives of the corridor plan.** However, such a policy change is specifically intended for this uniquely situated and constrained land area. It shall not be interpreted to support expansion of commercial uses to the east or west of the site into the office and residentially designed areas along this corridor, as it would promote strip commercial development and the need for additional access points which would conflict with objectives of the corridor plan.

Section 2.4.5.(C) of the Development Ordinance states that the advisability of a conditional zoning is a matter committed to the legislative discretion of the City Council and is not controlled by any one factor. Based on the applicant's submittal and proposed conditions, as they existed on the date of this report, the Planning and Development Department offers the following comments relative to these ordinance considerations.

Review Factors:

Whether the applicant's proposed conditional zoning district, including the proposed use(s), written conditions, and conditional zoning plan (if applicable), will satisfactorily:

Factor #1	<p>Result in a development that is compatible with surrounding development character and land uses;</p> <p>Current neighborhood commercial uses at the southern corners of this intersection were permitted under a Planned Development (PUD) District that required development to meet the General Office and Limited Business District standards of the former Development Ordinance, and restricted uses to limited intensity commercial uses. Based on conditions offered by the applicant, the proposed CZ-LB District, would be consistent with the zoning standards contained in the zoning approvals granted at the other corners of this intersection.</p>
Factor #2	<p>Minimizes or effectively mitigates any identified adverse impact on adjacent and nearby land, such as that caused by traffic, parking, noise, lighting, trash, loading areas, etc.;</p> <p>The Wendover Avenue/Guilford College Road Corridor Plan recommends maintaining W. Wendover Avenue as a major traffic carrier. In order to do this, access should be limited and taken from alternate adjacent roads, when available. The applicant has proposed a right-in only access be permitted to the site from W. Wendover Avenue. As this site is a corner lot, the corridor plan encourages access be from the side street (Hickory Grove Road).</p>

[illegible]

TAB 4

GB General Business District

A. District Purpose The GB district is established to accommodate a wide range of general retail, business, and service uses that serve groups of neighborhoods. GB districts are generally located at major street intersections and along major thoroughfares. Residential uses are encouraged as stand-alone uses and on the upper floors of retail and office buildings as a part of mixed-use development. Uses in the district are subject to standards intended to ensure development is compatible with adjacent residential neighborhoods, particularly within the Core City area.

B. Dimensional Standards

STANDARD		REFERENCE #	OUTSIDE CORE CITY AREA		INSIDE CORE CITY AREA	
			SF Attached & Multi-family	All Other Uses	SF Attached & Multi-family	All Other Uses
Maximum Density (units/acre)			26	26 [1]	28.6	28.6 [1]
Minimum Lot Area (square feet)		①	8,000 [2]	n/a	8,000 [2]	n/a
Minimum Lot Width (feet) [3]	Interior lot	②	60 + [4]	75	60 + [4]	75
	Corner lot	③				
Minimum Street Setback (feet)		④	25		15 [5]	
Minimum Perimeter Setback (feet)	Adjacent to Residential District	⑤	25		10	
	Adjacent to Nonresidential District	⑥	10		0/5 [6]	
Maximum Building Height (feet)		⑦	n/a [7]		n/a [8]	

[1] Mixed-use development is subject to the maximum density standards.

[2] Minimum development size.

[3] All development shall comply with the City's Driveway Ordinance requirements.

[4] For developments with more than 3 units, minimum lot width is increased by 5 feet per unit up to a maximum width of 120 feet.

[5] At applicant's option, may be reduced to the lesser of: zoning district minimum or between 75% and 125% of the average of the lots on the same block face (See [Section 10.2.3 D](#), Dimensional Standards in the Core City).

[6] No setback is required, but if provided, it shall be at least 5 feet.

[7] For each additional foot of height beyond 50 feet up to 80 feet, the perimeter setbacks shall be increased by 1 foot.

[8] When a perimeter setback abuts a single-family residential district, the setback shall be increased by 1 foot for each foot in height beyond 50 feet up to 80 feet.

C. Typical Building Forms

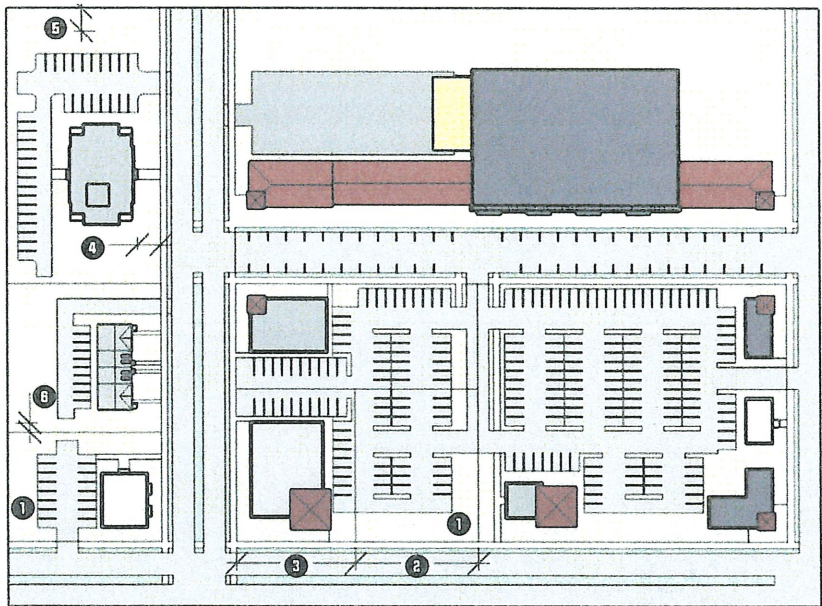




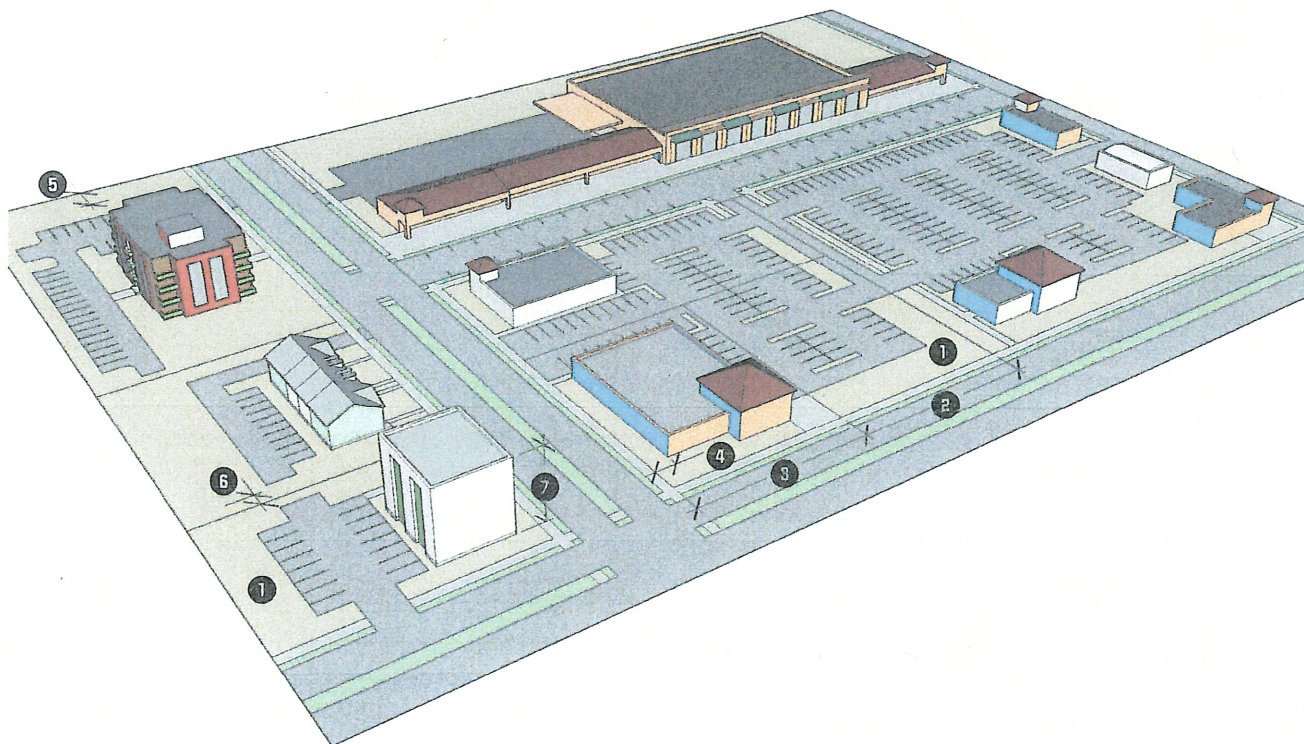
D. Typical Lot Patterns



E. District Dimensions



F. Typical Building Configuration



G. District Standards

1. Drive-Throughs

- (a) Outdoor speakers associated with the drive-through shall be at least 50 feet from a residential district.
- (b) Drive-through windows, menu boards, drive aisles, and speakers shall not be located between the principal building line and the front street right-of-way. For corner lots, the drive aisles shall not be located between the principal building line and the front street right-of-way, to the maximum extent practicable.

2. Outdoor Storage Outdoor storage shall:

- (a) Not cover an area greater than 50 percent of the gross ground floor area of the principal building;
- (b) Not be located between a principal building line and a front or side street right-of-way;
- (c) Not be located in any required landscape yard; and
- (d) Be screened from view from adjacent lots and public streets with an opaque fence, wall, or by any other allowed method in [Section 5.6.6](#), Screening Methods, to a height 6 feet above grade level, provided the screen shall not be allowed in any required landscape yard.

May 15, 2018

Phil Kleinman
President
Premier Stores Inc.
7609 Business Park Drive
Greensboro, NC 27409
(336) 851-0568 Phone
pk@premierstoresinc.com
www.great-stops.com

RE: Transportation Letter for Wendover Commercial Property, High Point, NC
DAVENPORT Project Number 180006

Dear Mr. Kleinman:

Since the submission of the Transportation Impact Analysis (TIA) in May 2018, there needs to be a correction to the land use that would affect the generated site trips to the development. The TIA analyzed a fast-food restaurant without a drive-thru; however, the development will have a window attached to the building. Therefore, it was determined that the development should be analyzed as a fast-food restaurant with a drive-thru. This letter will illustrate that the change in land use, site trips will not affect the recommended improvements stated in the May 2018 TIA.

The Trip Generation Manual, 9th Edition, published by the Institute of Transportation Engineers (ITE), contains tables, rates, and equations that provide projected volumes based on specific land uses. The Trip Generation 10 software, developed by Trafficware, LLC based on the information in the Trip Generation Manual, was used to determine the number of trips generated by the project.

The May 2018 TIA illustrated the following trip generation table.

Table 1 - ITE Trip Generation									
Wendover Commercial Property									
Average Weekday Driveway Volumes					24 Hour Two-Way	AM Peak Hour		PM Peak Hour	
Land Use	ITE Land Code	Size		Data Source	Volume	Enter	Exit	Enter	Exit
Convenience Mart with Gasoline Pumps	853	16	VFP	Rate - Adjacent	8,682	133	132	153	152
Shopping Center	820	7.8	GFA Th. Sq. Ft	Equation - Adjacent	1,294	20	13	52	56
Shopping Center	820	7.8	GFA Th. Sq. Ft	Equation - Adjacent	1,294	20	13	52	56
Fast-Food Restaurant without Drive-Thru*	933	1.44	GFA Th. Sq. Ft	Rate - Adjacent	1,031	38	25	19	19
Total Unadjusted Trips					12,301	211	183	276	283
Convenience Mart with Gasoline Pumps Pass-By Reduction (63% AM, 66% PM)					--	-84	-83	-101	-100
Shopping Center Pass-By Reduction (34% PM)					--	0	0	-35	-38
Total Pass-By Reduction						-84	-83	-136	-138
Total Adjusted Trips					12,301	127	100	140	145

*Little Caesars is open from 11am - 11pm; however, worst case scenario was analyzed.

The corrected land use will include the following site trips in Table 2.

Table 2 - ITE Trip Generation									
Wendover Commercial Property									
Average Weekday Driveway Volumes					24 Hour	AM Peak Hour		PM Peak Hour	
					Two-Way				
Land Use	ITE Land Code	Size	Data Source	Volume	Enter	Exit	Enter	Exit	
Convenience Mart with Gasoline Pumps	853	16	VFP	Rate - Adjacent	8,682	133	132	153	152
Shopping Center	820	7.8	GFA Th. Sq. Ft	Equation - Adjacent	1,294	20	13	52	56
Shopping Center	820	7.8	GFA Th. Sq. Ft	Equation - Adjacent	1,294	20	13	52	56
Fast-Food Restaurant with Drive-Thru*	934	1.44	GFA Th. Sq. Ft	Rate - Adjacent	714	33	32	24	23
Total Unadjusted Trips					11,984	206	190	281	287
Convenience Mart with Gasoline Pumps Pass-By Reduction (63% AM, 66% PM)					--	-84	-83	-101	-100
Shopping Center Pass-By Reduction (34% PM)					--	0	0	-35	-38
Fast-Food Restaurant with Drive-Thru Pass-By Reduction (49% AM, 50% PM)					--	-16	-16	-12	-12
Total Pass-By Reduction						-100	-99	-148	-150
Total Adjusted Trips					11,984	106	91	133	137

*Little Caesars is open from 11am - 11pm; however, worst case scenario was analyzed.

As shown in the two tables, the corrected land use zoned for the development will generate fewer trips than the submitted TIA in May 2018. There is a total of 317 daily site trips, 30 AM site trips and 15 PM site trips less with the corrected land use.

Therefore, the recommended improvements in the May 2018 TIA will be able to accommodate the corrected land use.

I am a Registered Professional Engineer in the State of North Carolina and hereby certify that the results outlined herein were determined using methods prescribed by the standards of Traffic Engineering.

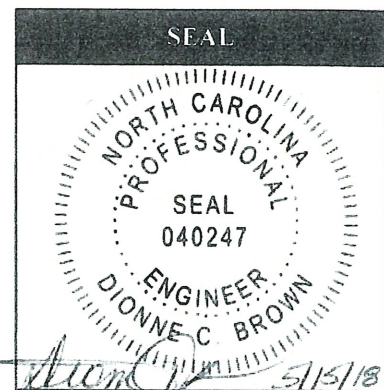
If you need additional information or have any questions, please feel free to contact me at 919-948-3289.

Sincerely,



Dionne C. Brown, PE

Cc: File 180006



Trip Generation Summary

Alternative: Alternative 1

Phase:

Project: 180006

Open Date: 5/15/2018

Analysis Date: 5/15/2018

ITE	Land Use	Weekday Average Daily Trips				Weekday AM Peak Hour of Adjacent Street Traffic				Weekday PM Peak Hour of Adjacent Street Traffic			
		*	Enter	Exit	Total	*	Enter	Exit	Total	*	Enter	Exit	Total
933	FASTFOOD 1		516	515	1031		38	25	63		19	19	38
	1.44 Gross Floor Area 1000 SF												
934	FASTFOODDT 1		357	357	714		33	32	65		24	23	47
	1.44 Gross Floor Area 1000 SF												
	Unadjusted Volume		873	872	1745		71	57	128		43	42	85
	Internal Capture Trips		0	0	0		0	0	0		0	0	0
	Pass-By Trips		0	0	0		16	16	32		12	12	24
	Volume Added to Adjacent Streets		873	872	1745		55	41	96		31	30	61

Total Weekday Average Daily Trips Internal Capture = 0 Percent

Total Weekday AM Peak Hour of Adjacent Street Traffic Internal Capture = 0 Percent

Total Weekday PM Peak Hour of Adjacent Street Traffic Internal Capture = 0 Percent

* - Custom rate used for selected time period.

Source: Institute of Transportation Engineers, Trip Generation Manual 9th Edition, 2012

TRIP GENERATION 10, TRAFFICWARE, LLC