

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

<b>PETITION INFORMATION</b>			
<b>Docket</b>	W-3684		
<b>Staff</b>	<a href="#">Ellie Levina</a>		
<b>Petitioner(s)</b>	First Baptist Church		
<b>Owner(s)</b>	Same		
<b>Subject Property</b>	PINs 6835-58-5468 and 6835-58-4588		
<b>Type of Request</b>	General Use District Rezoning		
<b>Proposal</b>	The petitioner is requesting to amend the Official Zoning Map for the subject property <b>from</b> RM18 (Residential, Multifamily – maximum of 18 units per acre) <b>to</b> IP (Institutional and Public).		
<b>Neighborhood Contact/Meeting</b>	A summary of the petitioner’s neighborhood outreach is attached.		
<b>Zoning District Purpose Statement</b>	The IP District is intended to accommodate public and institutional uses which have a limited land use impact or traffic generation potential upon surrounding uses. The district is intended to accommodate smaller, less intensive public and institutional uses which have concentrated service areas and are located in or near residential areas, or larger, less intensive recreational or institutional facilities in rural areas.		
<b>Rezoning Consideration from Section 3.2.19 A 16</b>	<b>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</b>		
	Yes, the existing institutional land use on the site has a minimal impact on neighboring properties and generates limited traffic. The site is currently surrounded by residential and public uses.		
<b>GENERAL SITE INFORMATION</b>			
<b>Location</b>	The subject property is located at the northwest corner of Carl Russell Avenue and Highland Avenue.		
<b>Jurisdiction</b>	Winston-Salem		
<b>Ward(s)</b>	East		
<b>Site Acreage</b>	Approximately 2.93 acres		
<b>Current Land Use</b>	Church or Religious Institution, Community Scale		
<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>	<b>Use</b>
	North	RM18	Residential building, multifamily
	East	GO	Office
	South	GO	Hospital or health center
	West	GO	Government offices, undeveloped land, and parking area
<b>Rezoning Consideration from Section 3.2.19 A 16</b>	<b>Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?</b>		
	Yes, the requested uses are compatible with the residential and office uses in the vicinity of the site.		

<b>Physical Characteristics</b>	The site is currently developed with an existing church building with a parking lot to the rear.					
<b>Proximity to Water and Sewer</b>	Public water and sewer are available along Highland Avenue.					
<b>Stormwater/ Drainage</b>	Staff does not foresee any drainage issues with the subject property.					
<b>Watershed and Overlay Districts</b>	The site is not located within a water supply watershed or overlay district.					
<b>Analysis of General Site Information</b>	The subject request involves rezoning 2.93 acres of developed land located at the northwest corner of Carl Russell Avenue and Highland Avenue in eastern Winston-Salem. The site contains an existing church building with parking to the rear and access to public water and sewer.					
<b>RELEVANT ZONING HISTORIES</b>						
Case	Request	Decision and Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3463	RM18 & RMU to PB-S	04/05/2021 Approved	South	7.33	Approval	Approval
<b>SITE ACCESS AND TRANSPORTATION INFORMATION</b>						
Street Name	Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D	
Highland Avenue	Collector Street	Winston-Salem Department of Transportation	415 feet	N/A	N/A	
Carl Russell Avenue	Local Street	Winston-Salem Department of Transportation	724 feet	N/A	N/A	
<b>Trip Generation - Existing/Proposed</b>	Staff is unable to estimate trip generation for the proposed request because it is a General Use request.					
<b>Sidewalks</b>	There are existing sidewalks along both Highland Avenue and Carl Russell Avenue.					
<b>Transit</b>	WTSA Routes 92, 93, and 98 stop approximately 150 feet southwest of the Highland Avenue and Carl Russell Avenue intersection.					
<b>Analysis of Site Access and Transportation Information</b>	The site is located in a pedestrian-oriented GMA 1 neighborhood with existing sidewalks and convenient access to transit service.					

CONFORMITY TO PLANS AND PLANNING ISSUES	
<b>Forward 2045 Growth Management Area</b>	Growth Management Area 1 – City or Town Center
<b>Relevant Forward 2045 Recommendations</b>	<ul style="list-style-type: none"> <li>• Create compatible transitions between land uses.</li> <li>• Prioritize neighborhood-serving uses, such as churches, medical offices, and grocery stores, instead of large-scale commercial uses, near residential areas.</li> </ul>
<b>Relevant Area Plan(s)</b>	<i>East-Northeast Area Plan Update (2016)</i>
<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>• The subject property is recommended for Institutional land use.</li> <li>• Goods and services should be located near where people live and work.</li> <li>• Existing institutions should be permitted to grow and expand in a manner that is compatible with surrounding neighborhoods.</li> </ul>
<b>Site Located Along Growth Corridor?</b>	The site is not located along a growth corridor.
<b>Site Located within Activity Center?</b>	The site is not located within an activity center.
<b>Rezoning Consideration from Section 3.2.19 A 16</b>	<b>Have changing conditions substantially affected the area in the petition?</b>
	No.
	<b>Is the requested action in conformance with <i>Forward 2045</i>?</b>
	Yes.
<b>Analysis of Conformity to Plans and Planning Issues</b>	<p>If approved, this request would rezone 2.93 acres of developed land from RM18 to IP in an urban area surrounded by residential and office uses. The primary driver for the rezoning request is the applicant’s desire to install an electronic message board sign, which is not allowed under the current residential zoning classification.</p> <p>The <i>East-Northeast Area Plan Update</i> recommends institutional land uses for the subject property in recognition of the existing church on site. The plan also recommends allowing existing institutions to grow and expand within their neighborhoods. Similarly, <i>Forward 2045</i> recommends prioritizing neighborhood-serving uses as transitions between residential and larger commercial areas.</p>

<b>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</b>	
<b>Positive Aspects of Proposal</b>	<b>Negative Aspects of Proposal</b>
The proposed IP zoning is compatible with the existing community-scale church on the site and the surrounding residential development pattern.	The proposed zoning district would allow electronic message board signs, which may be a source of distraction for some drivers.
The request is consistent with the recommendations of the <i>East-Northeast Area Plan Update</i> and <i>Forward 2045</i> .	
There are no anticipated traffic impacts associated with this request.	

**STAFF RECOMMENDATION: Approval**

**NOTE:** These are **staff comments** only; the City-County Planning Board makes final recommendations, and final action is taken by the appropriate Elected Body, which may approve, deny, continue, or request modification to any request. **THE APPLICANT OR REPRESENTATIVE IS STRONGLY ENCOURAGED TO ATTEND THE PUBLIC HEARINGS WHERE THE CASE WILL BE CONSIDERED BY THE PLANNING BOARD AND THE ELECTED BODY.**

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**CITY-COUNTY PLANNING BOARD  
PUBLIC HEARING  
MINUTES FOR W-3984  
MAY 14, 2026**

Marc Allred presented the staff report.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Walter Farabee recommended that the Planning Board find that the request is consistent with the comprehensive plan.

SECOND: Salvador Patiño

VOTE:

FOR: Walter Farabee, Haley Gingles, Jason Grubbs, Clarence Lambe, Salvador Patiño, Dixon Pitt, Lindsey Schwab, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Walter Farabee recommended approval of the zoning amendment.

SECOND: Salvador Patiño

VOTE:

FOR: Walter Farabee, Haley Gingles, Jason Grubbs, Clarence Lambe, Salvador Patiño, Dixon Pitt, Lindsey Schwab, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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Chris Murphy, AICP/CZO  
Director of Planning and Development Services