



Memorandum

TO: Mayor Allen Joines and Members of the City Council
FROM: A. Paul Norby, Director of Planning and Development Services
DATE: April 17, 2018
SUBJECT: UDO-283

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Planning staff gave a presentation on UDO-283, a text amendment which proposes adding multifamily development to the list of uses permitted in the Highway Business (HB) and General Office (GO) zoning districts, at the February 13, 2018 Community Development/Housing/General Government Committee. At this meeting, Council members asked several questions of staff which required further research. The answers to those questions are detailed in this memo.

Staff was asked to estimate how many hotel units could be placed on a one acre site in HB zoning. To answer this question, staff calculated the density of several existing hotels in HB zoning in Winston-Salem (**Table 1**, below, and **Exhibit A**, attached). These hotels had densities ranging between 35 and 50 rooms per acre.

Table 1

Hotel Name	Address	Zoning	Site Size (Acres)	Rooms	Rooms Per Acre
Quality Inn	5719 University Pkwy.	HB	3.05	113	37.04
Holiday Inn Express	110 Miller St.	HB	2.4	121	50.43
Quality Inn	531 Akron Dr.	HB	3.36	130	38.66
Winston-Salem Hotel and Spa	3050 University Pkwy.	HB	5.54	194	35.02
Quality Inn and Suites	2008 S. Hawthorne Rd.	HB	3.63	146	40.17
Holiday Inn Express	2520 Peters Creek Pkwy.	HB	1.8	71	39.49
Hampton Inn and Suites	235 N. Cherry St.	CB WO	0.53	119	222.60

It is worth noting that these hotels all include on-site surface parking, which limits the amount of the site which could be devoted to the hotel building itself. If these hotels utilized decked parking, they could be developed at significantly higher densities. For example, the Hampton Inn under construction Downtown has a density of 222 rooms per acre.

Next, Council members asked for more information on the experience of our peer cities which allow multifamily development in commercial and office districts. To research this topic, staff conducted phone interviews with senior-level staff members in Greensboro, Raleigh, Durham, and Charlotte. The questions asked and their accompanying staff responses are detailed in **Exhibit B**.

Third, staff was requested to prepare a series of maps showing the current zoning in the areas surrounding the HB and GO sites which would allow multifamily development if UDO-283 was approved. A set of 28 detailed maps is attached to this memo showing the requested information (**Exhibit C**).



City Council: Mayor Allen Joines; Vivian H. Burke, Mayor Pro Tempore, Northeast Ward; Denise D. Adams, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; John C. Larson, South Ward; Jeff MacIntosh, Northwest Ward; Derwin L. Montgomery, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity

County Commissioners: David R. Plyler, Chairman; Don Martin, Vice Chair, Fleming El-Amin; Ted Kaplan; Richard V. Linville; Gloria D. Whisenhunt; Everette Witherspoon; County Manager: Dudley Watts, Jr.

City-County Planning Board: Arnold G. King, Chair; Chris Leak, Vice-Chair; George M. Bryan, Jr.; Melynda Dunigan; Jason Grubbs; Tommy Hicks; Clarence R. Lambe, Jr.; Johnny Sigers; Brenda J. Smith

Finally, Council members asked what regulatory strategy could be used to further restrict the number of HB- and GO-zoned properties which would allow multifamily development in UDO-283 were adopted (in addition to the minimum one acre lot size for multifamily uses in HB already proposed by staff). Staff believes that restricting multifamily in HB to lots a minimum of two acres in size (rather than one acre) would be a potential solution to this problem. However, in staff's research, this option would only make a few more lots unavailable for multifamily development than the existing one acre threshold would, as most HB sites exist in larger concentrations along major roads.

Staff would also like to point out that UDO-283, if adopted, may help Winston-Salem increase its STAR (Sustainability Tools for Assessing and Rating) rating during the City's next assessment. In its 2016 application, the City was not allowed to receive any credit for "adopting regulatory strategies that permit or incentivize increased residential and employment densities and diverse uses in transit-served areas and areas identified for compact mixed-use development". Staff believes UDO-283 helps meet this STAR requirement, as well as fulfill recommendations for the same in the *Legacy 2030* Comprehensive Plan.

Additionally, Council may also find it relevant that if UDO-283 is approved, multifamily development in HB zoning would require both greater setbacks and denser bufferyards than comparable multifamily development in RM (residential multifamily) zoning. HB zoning requires a 40' setback adjacent to single family zoning, while most RM districts only require a 25' rear setback. HB zoning requires a Type III bufferyard (the most intense Bufferyard in the UDO) adjacent to single family zoning, while RM zoning adjacent to single family requires a less-intense Type II Bufferyard.

Staff will be at the May 2018 CD/H/GG Committee meeting to assist as discussion continues on UDO-283.