

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3568
Staff	Amy McBride
Petitioner(s)	Salem Bottling, LLC
Owner(s)	Same
Subject Property	PIN 6835-21-0451
Address	810 South Poplar Street
Type of Request	Special Use Limited rezoning
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from RSQ and PB (Residential Single Family Quadraplex and Pedestrian Business) to PB-L (Pedestrian Business-Limited). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> Arts and Crafts Studio; Banking and Financial Services; Bed and Breakfast; Child Care, Drop-In; Child Day Care, Small Home; Church or Religious Institution, Neighborhood; Club or Lodge; Combined Use; Food or Drug Store; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Library, Public; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Offices; Parking, Commercial; Police or Fire Station; Recreation Services, Indoor; Residential Building, Single-Family; Residential Building, Duplex; Residential Building, Twin Home; Residential Building, Townhome; Cottage Court; Restaurant Without Drive-Through Service; Retail Store; Services, A; Special Events Center; Swimming Pool, Private; Theater, Indoor; Urban Agriculture; and Utilities
Neighborhood Contact/Meeting	A summary of the petitioner's neighborhood outreach is attached.
Zoning District Purpose Statement	<p>The PB District is primarily intended to accommodate office, retail, service, institutional, and high-density residential uses which customarily serve community and convenience business needs of smaller communities and urban nodes in the city and county. The district is intended to encourage the development of attractive, identifiable small towns, and to accommodate the pattern of building in the business concentrations surrounding the central core of Winston-Salem, and the central core of other municipalities in the County. The district should demonstrate pedestrian oriented design through elements such as buildings pulled up to the street, on-street parking, street trees, covered arcades, awnings, storefront display windows, public/private outdoor spaces, wide sidewalks, and building entrances facing the street. This district is intended for application in GMAs 1, 2 and 3.</p>

Rezoning Consideration from Section 3.2.19 A 16	Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?		
	Yes, the site is located within a pedestrian oriented neighborhood with access to multimodal transit facilities.		
GENERAL SITE INFORMATION			
Location	North side of West Walnut Street, between South Broad Street and South Poplar Street.		
Jurisdiction	Winston-Salem		
Ward(s)	South		
Ward(s) July 2023	South		
Site Acreage	± 1.78 acres		
Current Land Use	The property contains a greenhouse and a vacant residential structure. Both structures are intended to be removed from the property. A small gravel parking lot is located on the site at the corner of South Poplar Street and West Walnut Street.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	RSQ	Single-family homes
	East	PB	Commercial buildings and townhomes
	South	PB-L and LB	A residential duplex, single-family home and commercial buildings.
	West	RS9 and LB	A Commercial building and single-family homes
Rezoning Consideration from Section 3.2.19 A 16	Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?		
	Yes, the proposed mix of uses is compatible with uses permitted within the surrounding area.		
Physical Characteristics	The site is partially developed with a vacant house and greenhouse. The site has a downward slope to the southwest with several large specimen trees on site.		
Proximity to Water and Sewer	Public water and sewer are available to the site along South Broad Street, South Poplar Street and West Walnut Street.		
Stormwater/ Drainage	Staff is not aware of any existing stormwater issues at this location.		
Watershed and Overlay Districts	The site is not located within a water supply watershed.		
Historic, Natural Heritage and/or Farmland Inventories	The entirety of this parcel is located within the West Salem Historic District, which was listed on the National Register in 2005. The greenhouse and the modern house at 812 S Poplar Street are non-contributing resources to the District. The portion of the parcel south of the greenhouse is located within the Old Salem National Historic District, which was designated a National Historic Landmark in 2016. The land was a part of the 1782 Stockburger Farm; the farmhhouse		

	remains standing across Walnut Street. Historic Resources staff recommends archaeological observation of any on-site grading or earth moving activities as 18th and 19th century artifacts may be present.					
Analysis of General Site Information		The site is located within the West Salem Historic District and the southern portion of the site is within the Old Salem National Historic District. The site is currently developed with two existing structures and a small parking area. Both structures are planned for removal. The site appears to have no significant development constraints.				
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3494	LI and LB to PB-L	Approved 10/4/2021	Directly southeast	.94	Approval	Approval
W-3356	LI to PB-L	Approved 1/2/2018	Directly southeast	1.30	Approval	Approval
W-2819	LI, LB, HB, and GB to PB	Approved 1/3/2006	Portion of the subject site, parcels directly east and southeast	6.05	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name		Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D	
South Broad Street		Minor Thoroughfare	131 feet	5,500	11,900	
South Poplar Street		Local Street	309.39 feet	N/A	N/A	
West Walnut Street		Local Street	298.88 feet	N/A	N/A	
Proposed Access Point(s)		Because this is a Limited Use request without a site plan, proposed access points are unknown. The access to this site is currently from South Poplar Street.				
Trip Generation - Existing/Proposed		No trip generation is available for the existing use or the proposed Special Use Limited rezoning as no site plan is included in this request.				
Sidewalks		Sidewalks are located along the street frontage of South Poplar Street and South Broad Street.				
Transit		WSTA Route 85 stops at the intersection of South Broad Street and Washington Avenue, approximately 415 feet northwest.				
Analysis of Site Access and Transportation Information		A portion of the site has frontage along South Broad Street, which is classified as a minor thoroughfare. A transit stop is available northwest of the site at the intersection of South Broad Street and Washington Avenue. Sidewalks are located along both sides of South Broad Street, South Popular Street, and the southern side of West Walnut Street.				

	The site has good visibility and access for potential commercial and residential uses.
CONFORMITY TO PLANS AND PLANNING ISSUES	
Legacy 2030 Growth Management Area	Growth Management Area 2 – Urban Neighborhoods
Relevant Legacy 2030 Recommendations	<ul style="list-style-type: none"> • Encourage convenient services at designated areas to support neighborhoods consistent with the Growth Management Plan. • Increase infill development in the serviceable land area. • Encourage redevelopment and reuse of existing sites and buildings that is compatible and complementary with the surrounding area.
Relevant Area Plan(s)	<i>South Central Winston-Salem Area Plan Update (2018)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> • Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites. • The reuse of vacant buildings and the redevelopment of existing undeveloped and underutilized sites is recommended, where possible. • The proposed land use map recommends institutional land uses for this site.
Site Located Along Growth Corridor?	The subject property is not located along a growth corridor.
Site Located within Activity Center?	The subject property is not located within an activity center.
Rezoning Consideration from Section 3.2.19 A 16	Have changing conditions substantially affected the area in the petition?
	No
	Is the requested action in conformance with <i>Legacy 2030</i>?
	Yes
Analysis of Conformity to Plans and Planning Issues	<p>The petitioner is requesting to rezone a 1.78-acre site from RSQ and PB to PB-L. Planning staff has worked with the petitioner to reduce the list of requested uses, excluding more intense uses that are allowed in the PB district in recognition of the character of the surrounding neighborhood.</p> <p>The <i>South Central Area Plan Update</i> recommends institutional land use for the subject property. The institutional land use recommendation is consistent with the recommendation of Old Salem to the east and reflects the fact that Old Salem owned a significant portion of the surrounding property at the time the area plan was adopted.</p>

	The site is in an established, mixed-use setting in the southeastern part of West Salem. The general area is characterized by a mix of zoning districts including PB-L, LB, LI, HB, RSQ and RS9. The proposed PB-L zoning is consistent with the surrounding neighborhood and will allow for a wide range of commercial and residential uses.	
CONCLUSIONS TO ASSIST WITH RECOMMENDATION		
Positive Aspects of Proposal	Negative Aspects of Proposal	
The request is consistent with the recommendations of <i>Legacy 2030</i> and the general recommendations of the area plan.	The area plan recommends Institutional use for this site	
The proposed PB-L zoning is compatible with the existing zoning of the surrounding area.		
The request is consistent with the PB district purpose statement.		
SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL		
The following conditions are proposed from interdepartmental review comments to meet established standards or to reduce negative off-site impacts:		
<ul style="list-style-type: none">• <u>PRIOR TO ISSUANCE OF GRADING PERMITS:</u><ul style="list-style-type: none">a. Developer shall obtain a driveway permit from the City of Winston-Salem; additional improvements may be required prior to issuance of the driveway permit(s).• <u>PRIOR TO ISSUANCE OF CERTIFICATE(S) OF OCCUPANCY:</u><ul style="list-style-type: none">a. Developer shall complete all requirements of the driveway permit.• <u>OTHER REQUIREMENTS:</u><ul style="list-style-type: none">a. The developer shall install a minimum 6-foot opaque fence and the required minimum 15-foot Type II bufferyard adjacent to residentially zoned property.		

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.**

CITY-COUNTY PLANNING BOARD

PUBLIC HEARING

MINUTES FOR W-3568

MARCH 9, 2023

Bryan Wilson presented the staff report.

George Bryan asked staff to discuss the future limits of nonresidential development in this area, now that Old Salem has sold its former properties. Staff discussed the requested information with the Board.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Clarence Lambe recommended that the Planning Board find that the request is consistent with the comprehensive plan.

SECOND: Jason Grubbs

VOTE:

FOR: George Bryan, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Salvador Patiño, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the ordinance amendment.

SECOND: Jason Grubbs

VOTE:

FOR: George Bryan, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Salvador Patiño, Jack Steelman

AGAINST: None

EXCUSED: None

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