

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3570
Staff	Yolanda Price
Petitioner(s)	John-Lewis Godfrey/Hubbard Commercial LLC
Owner(s)	Same
Subject Property	PINs 6825-14-2565 and 6825-14-4601
Address	285 South Stratford Road and 289 South Stratford Road
Type of Request	General Use Rezoning
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from HB (Highway Business) to PB (Pedestrian Business).</p> <p>NOTE: General, Special Use Limited, and Special Use zoning were discussed with the petitioner(s), who decided to pursue the rezoning as presented. With a General Use request, all uses in the district must be considered.</p>
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 Growth Management Areas 1, 2 and 3.</p>
Rezoning Consideration from Section 3.2.19 A 16	<p>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</p> <p>Yes, the site is located within the Urban Growth Management Area (GMA 2) and is located along a major thoroughfare. The site is served by sidewalks, public utilities, and is located near many commercial developments.</p>
GENERAL SITE INFORMATION	
Location	Southeast intersection of Oakwood Drive and South Stratford Road
Jurisdiction	Winston-Salem
Ward(s)	Southwest
Ward(s) July 2023	Southwest

Site Acreage	± .55 acres					
Current Land Use	The site has two existing commercial buildings currently on it.					
Surrounding Property Zoning and Use	Direction	Zoning District			Use	
	North	GB			Shopping Center	
	South	PB-L and RM18			Offices and Apartments	
	East	HB			Retail and Offices	
	West	GB			Retail and Offices	
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?					
	The proposed commercial uses are compatible with the commercially zoned properties along this section of South Stratford Road.					
Physical Characteristics	This flat site is currently developed with an existing parking area and two commercial buildings.					
Proximity to Water and Sewer	The site has access to public water and sewer.					
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.					
Analysis of General Site Information	This site is currently developed with a pair of commercial buildings surrounded by parking area. The site has access to public water and sewer and no stormwater issues exist on-site. No significant development constraints exist.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3491	LB to PB-L	Approved 09/07/2021	South	0.35	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D		
South Stratford Road	Major Thoroughfare	291 feet	17,500	38,100		
Oakwood Drive	Local Street	33 feet	N/A	N/A		
Proposed Access Point(s)	Since this is a General Use request, the exact location of future access points is unknown. The site does have public road frontage and has current access to both South Stratford Road and Oakwood Drive.					
Trip Generation - Existing/Proposed	<u>Existing Zoning – HB</u> <ul style="list-style-type: none"> 688 sf Convenience Market Building/1000 sf x 362.2 (trip rate) = 249.2 trips per day. 8,334 sf Office Building/1000 sf x 11.01 (trip rate) = 91.8 trips per day. 					

	<ul style="list-style-type: none"> Total trip generation rate = 341 trips per day. <p><u>Proposed Zoning – PB</u> Staff is unable to estimate trip generation numbers for the proposed General Use request as it does not include a site plan.</p>
Sidewalks	Sidewalks currently exist on both side of South Stratford Road and Oakwood Drive.
Transit	WSTA Routes 103 and 95 both serve Thruway Shopping Center, located directly across South Stratford Road from the subject property.
Analysis of Site Access and Transportation Information	Since this is a general use request, it is difficult to estimate any impacts to the transportation network. However, the current site has multiple access points on South Stratford Road and Oakwood Drive and future trip generation should be comparable to what could be expected under existing HB zoning.
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 reuse of vacant and underutilized commercial and industrial sites. Promote new, convenient, commercial, and business services to support neighborhood needs.
Relevant Area Plan(s)	<i>Southwest Winston-Salem Area Plan Update (2016)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> The property is shown on the Proposed Land Use Map for Mixed-Use Development The property is within the boundaries of the Thruway Activity Center. Recommendations for this area include making sure new development and redevelopment here has a pedestrian orientation.
Site Located Along Growth Corridor?	The site is not located along a growth corridor.
Site Located within Activity Center?	The site is located within the Thruway Activity Center.
Comprehensive Transportation Plan Information	The 2045 CTP recommends this portion of South Stratford Road be updated to modern standards. These updates could include revising lane and shoulder width, intersection improvements, realignments, and complete street accommodations.
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 Legacy 2030?

	Yes
Analysis of Conformity to Plans and Planning Issues	<p>The request is consistent with the recommendations of <i>Legacy</i> and the <i>Southwest Winston-Salem Area Plan Update</i>.</p> <p>This request would revitalize an underutilized commercial site and provide opportunities for business services that cater to the needs of the local community. This site is easily accessible to surrounding neighborhoods.</p>
CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The request would encourage redevelopment and reuse of an existing commercial site.	As this is a General Use request, the actual uses and design proposed for the site are not known at this time.
The request is consistent with the area plan and <i>Legacy</i> recommendations to allow a mixture of land uses in the serviceable land area.	
The site has no significant development constraints.	

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-3570
APRIL 13, 2023**

Marc Allred presented the staff report.

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, Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak, Salvador Patiño, Brenda Smith

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the ordinance amendment.

SECOND: Jason Grubbs

VOTE:

FOR: George Bryan, Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak, Salvador Patiño, Brenda Smith

AGAINST: None

EXCUSED: None

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