

**CITY-COUNTY PLANNING BOARD  
DRAFT STAFF REPORT**

<b>PETITION INFORMATION</b>	
<b>Docket</b>	W-3611
<b>Staff</b>	<a href="#">Nick Smith</a>
<b>Petitioner(s)</b>	Hillcrest Property Develop, LLC
<b>Owner(s)</b>	Same
<b>Subject Property</b>	PIN 6804-80-4359
<b>Address</b>	2285 Winterhaven Lane
<b>Type of Request</b>	Special Use District Rezoning
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property <b>from</b> HB-S (Highway Business – Special Use) and MU-S (Mixed Use – Special Use) <b>to</b> GB-S (General Business – Special Use). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> <li>• Arts and Craft Studio; Banking and Financial Services; Food or Drug Store; Funeral Home; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Hotel or Motel; Library, Public; Museum or Art Gallery; Offices; Recreation Services, Indoor; Restaurant (with drive-through service); Restaurant (without drive-through service); Retail Store; Services A; Veterinary Services; Adult Day Care Center; Child Care, Sick Children; and Child Day Care Center</li> </ul> <p><b>NOTE:</b> General, Special Use Limited, and Special Use zoning were discussed with the petitioner(s), who decided to pursue the rezoning as presented.</p>
<b>Neighborhood Contact/Meeting</b>	A summary of the petitioner’s neighborhood outreach is attached.
<b>Zoning District Purpose Statement</b>	The GB District is primarily intended to accommodate a wide range of retail, service, and office uses located along thoroughfares in areas which have developed with minimal front setbacks. However, the district is not intended to encourage or accommodate strip commercial development. The district would accommodate destination retail and service uses, characterized by either a larger single business use or the consolidation of numerous uses in a building or planned development, with consolidated access. This district is intended for application in GMAs 1, 2, 3, and Metro Activity Centers.
<b>Rezoning Consideration from Section 3.2.19 A 16</b>	<p><b>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</b></p> <p>The subject properties are located in GMA 3 and the list of requested uses corresponds well with the uses listed in the GB purpose statement. S. Stratford Road qualifies as a Boulevard, a higher road classification than a major thoroughfare.</p>

GENERAL SITE INFORMATION						
<b>Location</b>	The site is located at the northeast corner of South Stratford Road and Hillcrest Center Drive.					
<b>Jurisdiction</b>	Winston-Salem					
<b>Ward</b>	Southwest					
<b>Site Acreage</b>	± 1.58 acres					
<b>Current Land Use</b>	The site is currently undeveloped.					
<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>	<b>Use</b>			
	North	MU-S	Undeveloped outparcel			
	West	MU-S and GB-S	Rehabilitation facility and restaurant with drive-through			
	South	GI	Warehousing			
	East	GI	Undeveloped land			
<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>					
	The proposed commercial uses are compatible with the commercial uses of the overall Hillcrest Development.					
<b>Physical Characteristics</b>	The subject property has been graded and previously cleared. A few large trees currently exist on site.					
<b>Proximity to Water and Sewer</b>	Public water and public sewer are available along Winterhaven Lane.					
<b>Stormwater/ Drainage</b>	A stormwater study was conducted as part of the initial Hillcrest rezoning in 2003. The stormwater runoff from the site will drain into an existing stormwater pond located at the northwestern edge of said development close to Little Creek. No additional active stormwater management devices are required as a part of this request.					
<b>Watershed and Overlay Districts</b>	The site is not located in a water supply watershed.					
<b>Analysis of General Site Information</b>	The site was rough-graded during the initial construction of the Hillcrest development and is generally flat. There are no known development constraints such as steep slopes, watershed areas, or floodplains.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3602	MU-S and HB-S to GB-S	Approved 12/4/2023	Southwest	1.78	Approval	Approval
W-3380	MU-S to MU-S	Approved 10/1/2018	Southwest	1.57	Approval	Approval
W-2922	Site Plan Amendment	Approved 5/7/2007	Portion of Subject Property	163.53	Approval	Approval

W-2763	Site Plan Amendment	Approved 6/6/2005	Portion of Subject Property	159.65	Denial	Approval
W-2655	RS9 to HB-S	Approved 1/5/2004	Portion of Subject Property	1.54	Approval	Approval
W-2582	RS9 to MU-S	Approved 2/3/2003	Portion of Subject Property	159.65	Approval	Approval

**SITE ACCESS AND TRANSPORTATION INFORMATION**

<b>Street Name</b>	<b>Classification</b>	<b>Street Maintenance</b>	<b>Frontage</b>	<b>Average Daily Trip Count</b>	<b>Capacity at Level of Service D</b>
South Stratford Road	Boulevard	NCDOT	231.43 feet	27,000	43,500
Winterhaven Lane	Private Street	Private	230 feet	N/A	N/A
Hillcrest Center Drive	Collector Street	WSDOT	286.61 feet	N/A	N/A

**Proposed Access Point(s)** Two access points on Winterhaven Lane, a private street, are proposed. Winterhaven Lane provides access to Hillcrest Center Drive, a public collector street.

**Proposed Road Improvements** No road improvements are currently proposed.

**Trip Generation - Existing/Proposed**  
Existing Zoning – MU-S and HB-S  
 The site is currently subject to a two-phase zoning district. As a site plan was never submitted under the current zoning, staff is unable to determine existing trip generation.  
  
Proposed Zoning – GB-S  
 3,692 sf / 1,000 x 496.12 (Restaurant with Drive Through Trip Rate) = **1,832 Trips per Day**

**Sidewalks** Sidewalks currently do not exist on site. The developer has proposed sidewalks along Hillcrest Center Drive and Winterhaven Lane. Sidewalks along S. Stratford Road are not proposed nor required at this stage, as the Comprehensive Transportation Plan recommends developing sidewalks along S. Stratford Road in this area as a comprehensive project at a future date. Internal sidewalks will also be provided on-site.

**Transit** WSTA Route 102 runs along South Stratford Road and stops at the northeast corner of South Stratford Road and Hillcrest Center Drive.

**Connectivity** A cross-access connection is proposed to the northeastern undeveloped outparcel.

**Transportation Impact Analysis (TIA)** A transportation impact analysis (TIA) was submitted as part of the original MU-S rezoning (W-2582). No new TIA was required as a part of this request.

<b>Analysis of Site Access and Transportation Information</b>	The proposed Restaurant with Drive-Through use is a high-traffic-generating use. However, based on the latest NCDOT trip generation reports, South Stratford Road is currently at 62% capacity, with ample capacity for additional traffic. The site is adjacent to a bus stop at the intersection of South Stratford Road and Hillcrest Center Drive. The site plan illustrates the installation of sidewalks along the frontage of South Stratford Road, Hillcrest Center Drive, and Winterhaven Lane.		
<b>SITE PLAN COMPLIANCE WITH UDO REQUIREMENTS</b>			
<b>Building Square Footage</b>	<b>Square Footage</b>		<b>Placement on Site</b>
	3,692sf		Central to the site
<b>Parking</b>	<b>Required</b>	<b>Proposed</b>	<b>Layout</b>
	37	40	One-Way 60° head-in
<b>Building Height</b>	<b>Maximum</b>		<b>Proposed</b>
	Unlimited		18'-9"
<b>Impervious Coverage</b>	<b>Maximum</b>		<b>Proposed</b>
	N/A		53.73%
<b>UDO Sections Relevant to Subject Request</b>	<ul style="list-style-type: none"> <li>• Section 4.6.10 - GB General Business District</li> <li>• Section 6 - Development Standards</li> </ul>		
<b>Complies with Section 3.2.11</b>	<b>(A) Legacy 2030 policies:</b>	Yes	
	<b>(B) Environmental Ord.</b>	N/A	
	<b>(C) Subdivision Regulations</b>	N/A	
<b>Analysis of Site Plan Compliance with UDO Requirements</b>	The proposed site plan illustrates a one story, 3,692 square-foot restaurant with drive-through and associated parking. The proposed plan shows all required internal and external sidewalk connections. The proposed elevations conform to the original building materials requirements for the Hillcrest Center development. The site plan meets UDO requirements.		
<b>CONFORMITY TO PLANS AND PLANNING ISSUES</b>			
<b>Legacy 2030 Growth Management Area</b>	Growth Management Area 3 – Suburban Neighborhoods		
<b>Relevant Legacy 2030 Recommendations</b>	<ul style="list-style-type: none"> <li>• Promote activity centers as compact, mixed-use areas supporting walking and transit use, and providing services and employment close to residences.</li> <li>• Promote quality design through increasing storefront or office visibility and moving parking behind buildings.</li> </ul>		
<b>Relevant Area Plan(s)</b>	<i>Southwest Suburban Area Plan Update (2015)</i>		
<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>• The proposed land use recommendation map recommends commercial land uses for this section of the Hillcrest Activity Center.</li> </ul>		

	<ul style="list-style-type: none"> <li>Commercial buildings along the edge of the Hillcrest development should have height and massing comparable to adjacent properties.</li> </ul>
<b>Site Located Along Growth Corridor?</b>	The subject property is located along the Stratford Road Growth Corridor.
<b>Site Located within Activity Center?</b>	The subject property is located within the Hillcrest 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>Legacy 2030</i>?</b>
	Yes
<b>Analysis of Conformity to Plans and Planning Issues</b>	<p>The petitioner is requesting to rezone property zoned MU-S and HB-S to GB-S to allow additional uses, including Restaurant with Drive-Through. The Hillcrest Center development was approved as a two-phase MU-S district in 2003. The MU-S district is intended to accommodate a comprehensively planned, mixed use community which is pedestrian oriented. This outparcel has remained undeveloped since that time.</p> <p>While auto-oriented uses have generally been discouraged within the Hillcrest Activity Center, a restaurant located along a boulevard with excellent multimodal connectivity could provide a gathering place for residents in the area. The proposed site plan and building design are compatible with the character of the surrounding Hillcrest development and, as such, staff is supportive of this request.</p>
<b>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</b>	
<b>Positive Aspects of Proposal</b>	<b>Negative Aspects of Proposal</b>
The request would facilitate the development of a commercially-zoned site which has remained undeveloped since 2003.	The proposed use is an auto-oriented use with the potential for generating a large number of trips in the surrounding area.
The proposed use could provide a needed public gathering place within the Hillcrest Activity Center.	
Traffic generated by this site can be easily accommodated by the existing street network.	
The request includes sidewalks along Hillcrest Center Drive and Winterhaven Lane.	
<b>SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL</b>	
The following conditions are proposed from interdepartmental review comments to meet established standards or to reduce negative off-site impacts:	

- **PRIOR TO ISSUANCE OF BUILDING PERMITS:**
  - a. The proposed building plans shall be in substantial conformance with the submitted elevations as verified by Planning staff.
  - b. All buildings, including dumpsters, shall use brick as the main exterior treatment, including the rear and sides. Other materials such as siding, stucco, etc are allowed as complimentary elements.
  - c. All rooftop HVAC equipment shall be screened from view of the adjacent streets.
  - d. Developer shall record a negative access easement along the frontage of South Stratford Road and Hillcrest Center Drive.
  
- **PRIOR TO ISSUANCE OF CERTIFICATE(S) OF OCCUPANCY:**
  - a. Buildings shall be constructed in substantial conformance with the approved building elevations as verified by Planning staff.
  - b. Street trees may be located between the back of curb and sidewalk/right-of-way with a maintenance agreement provided by either the Developer or Property Owners' Association.
  
- **OTHER REQUIREMENTS:**
  - a. Any hotel use is limited to three (3) stories in height and shall be located within six hundred (600) feet of the South Stratford Road right-of-way line.
  - b. Developer shall be permitted one (1) freestanding sign to be located along South Stratford Road. This sign shall have a maximum height of six (6) feet and a maximum area of thirty-six (36) square feet. Electronic message board signs shall not be permitted.

**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-3611  
MARCH 14, 2024**

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: Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak,  
Mo McRae, Salvador Patiño, Lindsey Schwab, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the ordinance amendment.

SECOND: Jason Grubbs

VOTE:

FOR: Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak,  
Mo McRae, Salvador Patiño, Lindsey Schwab, Jack Steelman

AGAINST: None

EXCUSED: None

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