

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

<b>PETITION INFORMATION</b>	
<b>Docket</b>	W-3434
<b>Staff</b>	<a href="#">Gary Roberts, Jr., AICP</a>
<b>Petitioner(s)</b>	Ray and Sallie Edwards Investment, LLC
<b>Owner(s)</b>	Same
<b>Subject Property</b>	Portion of PIN 6822-78-3147
<b>Address</b>	3775 Peters Creek Parkway
<b>Type of Request</b>	Special Use rezoning from LB and HB-S to GB-S
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property <b>from</b> LB (Limited Business) and HB-S (Highway Business – Special Use – Arts and Crafts Studio; Convenience Store; Food or Drug Store; Furniture and Home Furnishings Store; Motorcycle Dealer; Nursery Lawn and Garden Supply Store, Retail; Outdoor Display, Retail; Restaurant (without drive-through service); Retail Store; Banking and Financial Services; Car Wash; Funeral Home; Motor Vehicle, Rental and Leasing; Motor Vehicle, Repair and Maintenance; Offices; Services A; Recreation Services, Indoor; Recreation Services, Outdoor; Library, Public; Museum or Art Gallery; School, Vocational or Professional; and Parking Commercial <b>to</b> GB-S (General Business – Special Use). The petitioner is requesting the following use:</p> <ul style="list-style-type: none"> <li>• Storage Services, Retail</li> </ul>
<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 3.2.15 A 13</b>	<b>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</b>
	Yes. The site is currently zoned for commercial purposes and fronts along an expressway. The site is also located within GMA 3.
<b>GENERAL SITE INFORMATION</b>	
<b>Location</b>	East side of Peters Creek Parkway, south of Bridgton Road
<b>Jurisdiction</b>	Winston-Salem
<b>Ward(s)</b>	Southeast
<b>Site Acreage</b>	± 2.82 acres
<b>Current Land Use</b>	The majority of the site is undeveloped, but a portion is improved with surface parking.

<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>	<b>Use</b>			
	North	HB-S and LB	Undeveloped property			
	East	LB	Driveway to Wilshire Golf Course			
	South	LB	Wilshire Golf Course Golf Shop			
	West	RM12-S, HB-S, and LB	Apartments, undeveloped property, and a dry cleaner			
<b>Rezoning Consideration from Section 3.2.15 A 13</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 use of Storage Services, Retail is compatible with the uses permitted on the adjacent properties.					
<b>Physical Characteristics</b>	The site is mostly grassed and has a gentle slope downward toward the southeast.					
<b>Proximity to Water and Sewer</b>	Public water exists within the driveway to Wilshire Golf Club and public sewer exists within Peters Creek Parkway.					
<b>Stormwater/ Drainage</b>	The proposed site plan depicts a stormwater management area in the southeastern corner of the site.					
<b>Watershed and Overlay Districts</b>	The site is not located within a water supply watershed.					
<b>Analysis of General Site Information</b>	The subject property is partially improved with a parking lot associated with a previous car sales establishment. The site does not appear to have any development constraints such as steep slopes, designated floodplains, or water supply watersheds.					
<b>RELEVANT ZONING HISTORIES</b>						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3102	HB-S Site Plan Amendment	Approved 7/18/2011	Included the HB-S portion of the subject property	.68	Approval	Approval
<b>SITE ACCESS AND TRANSPORTATION INFORMATION</b>						
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D		
Peters Creek Parkway	Expressway	178 feet	18,000	49,000		
Cleaner World Drive	Private Drive	34 feet	N/A	N/A		
Argosy Drive	Private Drive	518 feet	N/A	N/A		
Wilshire Golf Club entrance	Private Drive	528 feet	N/A	N/A		

<b>Proposed Access Point(s)</b>	Access to the site will be from two existing access drives extending through adjacent properties to connect the site to Peters Creek Parkway and Bridgton Road.	
<b>Planned Road Improvements</b>	The <i>Comprehensive Transportation Plan</i> recommends sidewalks along both sides of Peters Creek Parkway.	
<b>Trip Generation - Existing/Proposed</b>	<p><u>Existing Zoning:</u> HB-S and LB  672 sf / 1,000 x 33.34 (new car sales trip rate) = 22 trips per day for the HB-S portion. Staff is unable to estimate proposed trip generation for the remaining LB portion because there is no site plan.</p> <p><u>Proposed Zoning:</u> GB-S  94,880 sf / 1,000 x 2.5 (mini-warehouse trip rate) = <b>237 trips per day</b></p>	
<b>Sidewalks</b>	There are no sidewalks located in the general area. The long-range plan includes sidewalks along Peters Creek Parkway. Due to the limited amount of frontage for the site, a payment will be made in lieu of constructing the sidewalk.	
<b>Transit</b>	WSTA Routes 83 and 101 serve the intersection of Peters Creek Parkway and Stafford Village Boulevard located approximately .75 mile to the north.	
<b>Connectivity</b>	The site has vehicular access to the adjacent commercially zoned properties.	
<b>Analysis of Site Access and Transportation Information</b>	The proposed site plan shows continued use of the two access points that currently serve the site. The Peters Creek Parkway access is right-in/right-out only and this roadway has ample capacity. The proposed use is a low trip generator and non-peak hour use.	
<b>SITE PLAN COMPLIANCE WITH UDO CLEARCODE REQUIREMENTS</b>		
<b>Building Square Footage</b>	<b>Square Footage</b>	<b>Placement on Site</b>
	86,800 + 8,080 future addition	Occupies a majority of the site
<b>Parking</b>	<b>Required</b>	<b>Proposed</b>
	9 spaces	9 spaces
<b>Building Height</b>	<b>Maximum</b>	<b>Proposed</b>
	60 feet	Two stories
<b>Impervious Coverage</b>	<b>Maximum</b>	<b>Proposed</b>
	N/A	45.9 percent
<b>UDO Sections Relevant to Subject Request</b>	<ul style="list-style-type: none"> <li>Section 4.6.10 General Business District</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 shows two self-storage buildings totaling 86,800 square feet with an 8,080-square foot future expansion. The petitioner has volunteered elevations for the facades of the buildings. Because two of these facades (including the eastern one, which faces residential development) consist of largely blank walls, the petitioner has agreed to provide evergreen plantings along these elevations to soften their appearance.
<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 new, convenient commercial and business services to support neighborhood needs.</li> <li>• Promote quality design so that infill does not negatively impact surrounding development.</li> </ul>
<b>Relevant Area Plan(s)</b>	<i>South Suburban Area Plan Update (2017)</i>
<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>• The plan recommends commercial use at this location.</li> <li>• The site is in the Peters Creek Parkway Growth Corridor, where a suburban form is recommended. Suburban form growth corridors generally include parking located in the front of buildings and generous landscaping.</li> </ul>
<b>Site Located Along Growth Corridor?</b>	The site is located along the Peters Creek Parkway Growth Corridor.
<b>Site Located within Activity Center?</b>	The site is not located within an activity center.
<b>Other Applicable Plans and Planning Issues</b>	<p>The <i>Peters Creek Parkway Growth Corridor Plan (2019)</i> expands on recommendations in the <i>South Suburban Area Plan Update (2017)</i>, particularly as they relate to design and appearance. For the south section of the corridor, where the subject property is located, the corridor study makes the following design recommendations:</p> <ul style="list-style-type: none"> <li>• Building cutouts should be included at corners for active areas such as outdoor cafes or plazas.</li> <li>• Include open space/plazas between buildings along the corridor as well.</li> <li>• Recess entryways can provide a clearly defined building entrance and a sheltered transition between the public space and the building.</li> <li>• Surface parking should be located so it does not detract from the pedestrian experience. Parking that faces the street reduces the level of activity and interest for pedestrians.</li> <li>• For smaller parcels with parking located to the side of the building, parking should be designed so it does not occupy more than 50% of the street frontage.</li> <li>• Place pedestrian paths between parking aisles or in other safe</li> </ul>

	<p>locations to provide direct access to the primary destinations on the site.</p> <ul style="list-style-type: none"> <li>• Provide crosswalks between parking areas and primary building entrances.</li> <li>• Limit the number of driveways and curb cuts by requiring coordination between adjacent parcels.</li> <li>• Use cross-access easements to allow properties to share a single street access to Peters Creek Parkway.</li> </ul>
<b>Addressing</b>	The new buildings will be addressed from Argosy Drive.
<b>Rezoning Consideration from Section 3.2.15 A 13</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 subject property has been commercially zoned since at least 1973. The request is consistent with the <i>South Suburban Area Plan Update</i> which recommends commercial use of the subject property.</p> <p>The site is also within the boundaries of the recently adopted <i>Peters Creek Parkway Growth Corridor Plan</i>. This plan does not recommend changes in land use but does include design related recommendations. The request is consistent with these recommendations in that no new access points are proposed and parking areas are minimized.</p>
<b>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</b>	
<b>Positive Aspects of Proposal</b>	<b>Negative Aspects of Proposal</b>
The site has a long history of commercial zoning.	The western building façade, which faces residential zoning, is a large, monolithic wall.
The <i>South Suburban Area Plan Update</i> recommends commercial use for the site.	
Peters Creek Parkway has ample capacity.	
No new access points are proposed.	
<b>SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL</b>	
<p>The following conditions are proposed from interdepartmental review comments to meet established standards or to reduce negative off-site impacts:</p> <ul style="list-style-type: none"> <li>• <b><u>PRIOR TO THE ISSUANCE OF GRADING PERMITS:</u></b> <ol style="list-style-type: none"> <li>a. Developer shall have a stormwater management study submitted for review by the City of Winston-Salem. If required, an engineered stormwater management plan shall be submitted and approved. Relocation or installation of any stormwater treatment device into any buffer areas, vegetation designated to remain, or close proximity to adjacent residentially zoned land shall require a Staff Change approval at minimum, and may require a Site Plan Amendment.</li> <li>b. Developer shall obtain a driveway permit for the access from Peters Creek Parkway from the City of Winston-Salem and NCDOT; additional improvements may be required prior to issuance of driveway permit. Required improvements include: <ul style="list-style-type: none"> <li>• Installation of a heavy-duty concrete apron.</li> </ul> </li> </ol> </li> </ul>	

- Payment in lieu of sidewalk construction along Peters Creek Parkway.
- **PRIOR TO THE ISSUANCE OF BUILDING PERMITS:**
  - a. The proposed building plans shall be in substantial conformance with the submitted elevations as verified by Planning staff.
- **PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS:**
  - a. Developer shall complete all requirements of the driveway permit.
  - b. Buildings shall be constructed in substantial conformance with the approved building elevations as verified by Planning staff.
  - c. Freestanding signage shall be limited to one monument sign with a maximum height of six (6) feet and a maximum copy area of thirty-six (36) square feet.

**STAFF RECOMMENDATION: Approval**

**NOTE:** These are **staff comments** only; the City-County Planning Board makes final recommendations on proposals, 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-3434  
MARCH 12, 2020**

Desmond Corley presented the staff report.

**PUBLIC HEARING**

FOR: None

AGAINST: None

**WORK SESSION**

MOTION: Johnny Sigers recommended that the Planning Board find that the request is consistent with the comprehensive plan.

SECOND: Jack Steelman

VOTE:

FOR: George Bryan, Melynda Dunigan, Tommy Hicks, Chris Leak, Johnny Sigers, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Johnny Sigers recommended approval of the zoning petition with revised conditions.

SECOND: George Bryan

VOTE:

FOR: George Bryan, Melynda Dunigan, Tommy Hicks, Chris Leak, Johnny Sigers, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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Aaron King  
Director of Planning and Development Services