

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION			
Docket	W-3678		
Staff	Ellie Levina		
Petitioner(s)	Winston-Salem Business Adventures, LLC		
Owner(s)	Same		
Subject Property	PIN 6828-82-7612		
Type of Request	General Use District Rezoning		
Proposal	The petitioner is requesting to amend the Official Zoning Map for the subject property from HB (Highway Business) and RS9 (Residential Building, Single Family - 9,000 square-foot minimum lot size) to HB (Highway Business).		
Neighborhood Contact/Meeting	A summary of the petitioner’s neighborhood outreach is attached.		
Zoning District Purpose Statement	The HB District is primarily intended to accommodate retail service and distributive uses. The district is established to provide locations for establishments which require high visibility and good road access, or which cater primarily to passing motorists. However, the district is not intended to encourage or accommodate strip commercial development. Developments in this district generally have substantial front setbacks. This district is intended for application in GMAs 2, 3, and 4.		
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 GMA 3 and is partially surrounded by HB zoning on two sides.</p>		
GENERAL SITE INFORMATION			
Location	Located on the east side of Germanton Road, northeast of the Germanton Road and North Patterson Avenue intersection.		
Jurisdiction	Winston-Salem		
Ward(s)	Northeast		
Site Acreage	± 3.03 acres		
Current Land Use	Unpermitted commercial parking lot		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	HB and RS9	Single-family residential
	East	RS9	Single-family residential
	South	HB	Outdoor display retail
	West	HB	Transmission tower; recreation services, indoor; and single-family residential

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 property is surrounded by Highway Business zoning districts to the south and west.					
Physical Characteristics	The site includes a central low-lying area divided by a small stream running north to south, with gently sloping terrain extending upward to the east and west from the center of the property.					
Proximity to Water and Sewer	The site does not have access to public sewer or water, unless a utility easement is obtained from adjacent property owners.					
Stormwater/ Drainage	Staff does not foresee any drainage issues with the subject property.					
Watershed and Overlay Districts	The site is not located within a watershed or overlay district.					
Analysis of General Site Information	The subject request involves 3.03 acres of land located on the east side of Germanton Road, northeast of the Germanton Road and North Patterson Avenue intersection in Winston-Salem. The site includes a low-lying area bisected by a small stream running north to south, with gently sloping terrain extending upward to the east and west from the center of the property. The site does not currently have access to public water or sewer.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3620	HB & RS9 to HB-L	Approved 08/19/2024	South	8.85	Approval	Approval
W-3480	RS9 to HB	Approved 08/02/2021	West	1.85	Approval	Approval
W-3213	HB & RS9 to HB	Approved 05/05/2014	Northwest	5.41	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D	
Germanton Road	Major Thoroughfare	NCDOT	0'	11,500	15,300	
Trip Generation - Existing/Proposed	As this is a General Use request, trip generation information is unavailable.					
Sidewalks	There are no sidewalks in the general area.					
Transit	WSTA Route 87 is approximately 0.16 miles southwest of the North Patterson Avenue and Germanton Road intersection.					
Analysis of Site Access and Transportation Information	As this is a General Use request, detailed access and trip generation information is not available at this time. While the subject property does not have direct street frontage on Germanton Road, it adjoins property in the same ownership that does. The site does not have direct access to existing sidewalks; however, a transit stop is located in proximity to the subject property.					

CONFORMITY TO PLANS AND PLANNING ISSUES	
Forward 2045 Growth Management Area	Growth Management Area 3 - Suburban Neighborhoods
Relevant Forward 2045 Recommendations	<ul style="list-style-type: none"> • Prioritize low-intensity commercial or moderate-density residential as transitions between single-family residential and larger commercial areas. • Support preserving existing environmental features such as streams, wetlands, and wildlife habitat, balancing development with conservation goals.
Relevant Area Plan(s)	<i>Northeast Suburban Area Plan Update</i> (2018)
Area Plan Recommendations	<ul style="list-style-type: none"> • The subject property is recommended for intermediate-density attached residential uses at a density of 8.1-18 units per acre. • Support the development of older underutilized commercial sites.
Site Located Along Growth Corridor?	The site is not located along a growth corridor.
Site Located within Activity Center?	The site 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?
	Yes, rezoning case W-3480 added additional HB zoning to the west of the site in 2024.
	Is the requested action in conformance with <i>Forward 2045</i>?
	Yes.
Analysis of Conformity to Plans and Planning Issues	<p>The request is to rezone 3.03 acres of undeveloped land from RS9 and HB to HB within GMA 3. While the <i>Northeast Suburban Area Plan Update</i> (2018) recommends intermediate-density attached residential for this site, the approval of rezoning case W-3480 introduced additional HB zoning to the west of the site in 2024. This change means that the only viable access to the subject property is through occupied HB (Highway Business) zoning, which minimizes the potential for developing this property residentially.</p> <p>Since the property has no access to sewer and water, a commercial parking use is appropriate here, as such a use would not require extension of public utilities to the subject property. Aligning the zoning of the subject property with the HB zoning to the south and west of the site supports the continued development of the older commercial area at the intersection of Patterson Avenue and Germanton Road in accordance with <i>Forward 2045</i>.</p>

CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The proposed Highway Business zoning is consistent with the adjacent properties, which are currently zoned HB.	The proposed HB zoning would not accommodate intermediate-density residential development at this location as recommended by the Area Plan.
The request supports the goal of <i>Forward 2045</i> to support the continued development of older commercial areas.	

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-3678
MARCH 12, 2026**

Marc Allred presented the staff report.

Mr. Farabee inquired about the zoning of the existing parking lot on the subject property, to which staff confirmed that the lot is within both the RS9- and HB-zoned portions of the site.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Walter Farabee recommended that the Planning Board find that the request is consistent with the comprehensive plan.

SECOND: Salvador Patiño

VOTE:

FOR: Walter Farabee, Haley Gingles, Jason Grubbs, Clarence Lambe, Salvador Patiño, Dixon Pitt, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Walter Farabee recommended approval of the zoning amendment.

SECOND: Salvador Patiño

VOTE:

FOR: Walter Farabee, Haley Gingles, Jason Grubbs, Clarence Lambe, Salvador Patiño, Dixon Pitt, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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