

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3604
Staff	Rory Howard
Petitioner(s)	Greentree Real Estate, LLC
Owner(s)	Same
Subject Property	PIN 6835-05-3110
Address	701 Shallowford Street
Type of Request	General Use Rezoning
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from LI (Limited Industrial) 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 GMAs 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 PB Zoning District request is consistent with this site’s location in GMA 2 in an area with sidewalks on both sides of the street. The uses allowed in PB zoning will have minimal adverse impacts on the surrounding area.</p>

GENERAL SITE INFORMATION						
Location	South side of Shallowford Street, between South Broad Street and Brookstown Avenue.					
Jurisdiction	Winston-Salem					
Ward(s)	Northwest					
Site Acreage	± 0.61 acres					
Current Land Use	Warehouse					
Surrounding Property Zoning and Use	Direction	Zoning District	Use			
	North	HB	Vacant building			
	East	LI	Services A			
	South	LI	Services A and retail store			
	West	LI	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, there are multiple PB-zoned properties and nonresidential uses located near the subject property.					
Physical Characteristics	The site is currently developed with a 6,220sf industrial building, formerly occupied by Studio Tile and Design. The building occupies the eastern half of the property with parking located along the northern and western property lines. The topography is relatively flat but is sloped at the northeast and southwest corners.					
Proximity to Water and Sewer	The site has access to public water and sewer.					
Stormwater/ Drainage	The site is already developed. As a site plan was not submitted as part of this request, staff cannot determine if any future changes to the site would trigger stormwater review and mitigation. There are no known drainage issues on the site.					
Watershed and Overlay Districts	The site is not located in a watershed or overlay district.					
Analysis of General Site Information	The site is currently developed with a single building approximately 6,220sf in size, with parking located in the northern and western portions of the property. The site has access to public water and sewer and no significant development constraints exist.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3281	LO, PB and PB-S to RSQ	Approved; February 1, 2016	Northeast	15.93	Approval	Approval
W-2936	RSQ, LO, PB, HB, and LB-S	Approved; August 6, 2007	Southwest	8.16	Approval	Approval

	to PB-S Two-Phase					
W-2615	HB and LO to PB	Approved; May 5, 2003	North	5.3	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D	
Shallowford Street	Local Street	WSDOT	159 feet	N/A	N/A	
Proposed Access Point(s)	As a site plan was not submitted with the request, any change to the current access cannot be determined at this time. The main site access is currently from Shallowford Street, a local street.					
Trip Generation - Existing/Proposed	<p>Existing Zoning – LI</p> <ul style="list-style-type: none"> 6,220sf Warehousing/1000 x 3.56 (trip rate) = 22 trips per day. <p>Proposed Zoning - PB As this is a General Use Rezoning request, specific uses for the property are not specified. As such, trip generation cannot be determined.</p>					
Sidewalks	Sidewalks exist on both sides of Shallowford Street.					
Transit	Multiple WSTA routes run along West First Street and South Broad Street. The closest transit stop is located at the intersection of South Broad Street and Shallowford Street, approximately 280 feet west of the site.					
Analysis of Site Access and Transportation Information	The site is currently developed with one building and a parking area. Access to the property is from a local street. The site has good pedestrian access, as sidewalks exist on both sides of Shallowford Street. Multiple transit stops exist near the site. No changes to the site access or adjacent roadways are anticipated as part of this request.					
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"> City and Town centers promote a dense, mixed-use, and pedestrian-oriented urban form and are the hub for government and private employment. Urban Neighborhoods include the area of Winston-Salem built primarily before the post-1950 pattern of auto-oriented development. This part of the “old city” includes intermixed areas of residential, commercial, industrial, and institutional development featuring smaller lots, sidewalks, and a grid street pattern. 					

	<ul style="list-style-type: none"> Both vertical and horizontal mixed-use development are encouraged in appropriate locations.
Relevant Area Plan(s)	<i>Downtown Winston-Salem Plan (2013)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> The Proposed Land Use Map shows the subject property as being recommended for mixed-use development. Rezone land for business/industrial development in a manner consistent with the recommended Proposed Land Use Plan. Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial 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?
	No
	Is the requested action in conformance with <i>Legacy 2030</i>?
	Yes
Analysis of Conformity to Plans and Planning Issues	<p>This request is to rezone a developed 0.61-acre site from LI to PB in GMA 2. The recommendation is consistent with the recommendations of <i>Legacy 2030</i> and the <i>Downtown Winston-Salem Plan</i> for promoting mixed-use redevelopment at appropriate locations.</p> <p>The mixed-use, walkable nature of this area is appropriate for PB zoning.</p>
CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The proposed request is consistent with the recommendations of the <i>Downtown Winston-Salem Plan</i> and <i>Legacy 2030</i> .	Certain uses allowed in the proposed PB zoning could increase traffic on Shallowford Street, a local street.
Pedestrian access is available to the subject property via existing sidewalks.	
The site is well-served by public transportation.	
The proposal provides an opportunity to redevelop an existing, older industrial site in GMA 2.	

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-3604
DECEMBER 14, 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: Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Salvador Patiño, Brenda Smith

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, Brenda Smith

AGAINST: None

EXCUSED: None

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