

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

| PETITION INFORMATION | |
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| Docket # | W-3356 |
| Staff | Gary Roberts, Jr. AICP |
| Petitioner(s) | Old Salem Inc., Carol Faley, We Buy Houses of the Triad, LLC, and Stephen Foster |
| Owner(s) | Same |
| Subject Property | PIN#s 6835-20-2928, 6835-20-2953, 6835-21-1095, 6835-21-1269, 6835-21-2268, 6835-21-2301, 6835-21-2345, and 6835-21-3104 |
| Address | 927 South Broad Street; 500 and 510 Walnut Street; and 908 and 920 South Poplar Street |
| Type of Request | Special use limited rezoning from LI to PB-L |
| Proposal | <p>The petitioner is requesting to amend the Official Zoning Maps for the subject property from LI (Limited Industrial) to PB-L (Pedestrian Business – special use limited zoning). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> • Arts and Crafts Studio; Banking and Financial Services; Bed and Breakfast; Building Contractors, General; Child Care, Drop in; Child Day Care, Small home; Church or Religious Institution, Community; Church or Religious Institution, Neighborhood; Club or Lodge; College or University; Combined Use; Food or Drug Store; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Institutional Vocational Training Facility; Library, Public; Micro-Brewery or Micro-Distillery; Motor Vehicle, Rental and Leasing; Museum or Art Gallery; Nursing Care Institution; Offices; Park and Shuttle Lot; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Residential Building, Duplex; Residential Building, Single Family; Residential Building, Twin Home; Restaurant Without Drive Through Service; Retail Store; School, Vocational or Professional; Services A; Services B; Shopping Center, Small; Swimming Pool, Private; Testing and Research Lab; Theater, Indoor; Urban Agriculture; Utilities; Veterinary Services; Warehousing; Adult Day Care Center; Child Care Institution; Child Care, Sick Children; Child Day Care Center; Group Care Facility A; Life Care Community; Residential Building, Multifamily; Residential Building, Townhouse; School, Public; School, Private; and Access Easement, Private Off-Site <p>NOTE: General, special use limited, and special use district zoning were discussed with the petitioner(s) who decided to pursue the rezoning as presented.</p> |
| Neighborhood Contact/Meeting | See Attachment B for a summary of the petitioner’s neighborhood outreach efforts. |

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| Zoning District Purpose Statement | 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. | | |
| Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R) | (R)(1) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)? | | |
| | Yes, the site is located within a pedestrian oriented neighborhood and the site is adjacent to properties which are zoned PB. The area is also well served with sidewalks and it is located within the Urban Neighborhoods GMA. | | |
| GENERAL SITE INFORMATION | | | |
| Location | East side of Broad Street, the west side of Poplar Street, and the south side of Walnut Street | | |
| Jurisdiction | City of Winston-Salem | | |
| Ward(s) | South | | |
| Site Acreage | +/- 1.3 acres | | |
| Current Land Use | Currently there are five principal buildings on the subject property. Three are in residential use, one is used as meeting space for Old Salem, and one is unoccupied. | | |
| Surrounding Property Zoning and Use | Direction | Zoning District | Use |
| | North | LI, LB, and PB | Nonresidential building and undeveloped property |
| | East | PB and HB | Undeveloped property, a business building, and a parking lot |
| | South | LI and PB | Nonresidential building and single family homes |
| | West | LB and LI | Nonresidential buildings |
| Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R) | (R)(2) - Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity? | | |
| | Yes, the proposed mixture of uses is compatible with the mixture of uses permitted on the adjacent properties which are zoned commercial/industrial. | | |
| Physical Characteristics | The site has a gentle slope downward toward the southwest. The southwestern portion of the site is located within the regulatory floodplain of Salem Creek. | | |

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| Proximity to Water and Sewer | The subject property is served with public water and sewer. |
| Stormwater/ Drainage | No known issues. |
| Watershed and Overlay Districts | The site is not located within a water supply watershed. |
| Historic, Natural Heritage and/or Farmland Inventories | The subject properties are listed on the National Register of Historic Places in the West Salem Historic District. These properties are also within the Old Salem Historic District National Historic Landmark. The buildings on the site are listed as contributing buildings within this national district. The district is not a locally zoned historic district and therefore it is not subject to the certificate of appropriateness design review process by the Historic Resources Commission and their staff. However, properties in this district will be subject to the Section 106 review process if there is a federal undertaking (federally related grant, loan, permit, license, funding etc.) proposed on the premises. |
| Analysis of General Site Information | The site is located in the West Salem National Register Historic District. The site includes several buildings which were originally constructed for residential purposes. Some of these buildings are now used for residential purposes and some are currently in transition in regard to their use. The southwestern portion of the site is impacted by the floodplain of Salem Creek. |

RELEVANT ZONING HISTORIES

| Case | Request | Decision & Date | Direction from Site | Acreage | Recommendation | |
|--------|--------------------------|--------------------|---|---------|----------------|----------|
| | | | | | Staff | CCPB |
| W-3053 | LI to PB | Approved 2-15-2010 | 70' southeast | .34 | Approval | Approval |
| W-2819 | LI, LB, HB, and GB to PB | Approved 1-3-2006 | Directly north and east of current site | 6 | Approval | Approval |
| W-2331 | LI and HB to PB | Approved 8-16-1999 | Directly south | 2.37 | Approval | Approval |

SITE ACCESS AND TRANSPORTATION INFORMATION

| Street Name | Classification | Frontage | Average Daily Trip Count | Capacity at Level of Service D |
|---------------|--------------------|----------|--------------------------|--------------------------------|
| Broad Street | Minor Thoroughfare | 201' | 5,500 | 11,900 |
| Walnut Street | Local Street | 161' | NA | NA |
| Poplar Street | Local Street | 185' | NA | NA |

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| Proposed Access Point(s) | Because this is a special use limited request with no site plan or access conditions, the exact location of access points (other than the existing points of access on the above mentioned streets) is unknown. |
| Trip Generation - Existing/Proposed | No trip generation is available for the existing general use or the proposed special use limited zoning as neither includes a site plan. |

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| Sidewalks | Sidewalks are located along all street frontages. |
| Transit | Route 85 runs along Broad Street. |
| Analysis of Site Access and Transportation Information | Part of the site has frontage on a minor thoroughfare which has excess capacity and is served with transit. The subject property is also located in a pedestrian oriented area which is served with sidewalks. With respect to the relationship between zoning and transportation, staff believes the proposed PB-L zoning is much more appropriate than the existing LI zoning. Staff does not anticipate any negative transportation related impacts from 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"> • Develop compact, pedestrian-oriented neighborhoods that contain a mixture of residential and commercial buildings, public spaces and amenities, and offer a variety of transportation options. • Support land use policies, decisions and regulations that promote mixed-use development and transit/pedestrian-oriented design. Require new mixed-use/large-scale developments, employment centers, and major institutions to integrate transit and provide pedestrian and bicycle networks within their projects and connect to pedestrian and bicycle networks. • Value and preserve the unique elements of our community, including its natural features and built environment. |
| Relevant Area Plan(s) | <i>South Central Area Plan Update (2014)</i> |
| Area Plan Recommendations | <ul style="list-style-type: none"> • The subject property is recommended for institutional use and is within the Special Land Use Condition Area (k): <ul style="list-style-type: none"> ○ The block bounded by Broad Street, Salem Avenue, Poplar Street, and Walnut Street has multiple zoning districts including LI, LB, and PB. The block contains a number of residential structures, businesses, some of them vacant and for sale, and undeveloped land. This general area was part of a sixty-eight acre farm established by Salem Diacony and Brother Johannes George Stockburger. The original farmhouse and later additions are located on the site (northwest corner of the subject property, 510 Walnut Street, PIN 6835-21-1269). Old Salem has acquired properties in the area since adoption of the <i>South Central Area Plan</i> in 2003 with the intent to recreate the farmhouse and its environment. This plan supports the long term efforts of Old Salem, but also recognizes that the entire block is zoned for nonresidential uses and property owners could redevelop individual lots for nonresidential uses. The plan recommends the following: <ul style="list-style-type: none"> ▪ Encourage Old Salem to acquire additional needed properties and move ahead with implementation of their plan for the area. |

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| | <ul style="list-style-type: none"> For the southernmost portion of this block, this plan recommends a mix of uses including single-family residential, small-scale office, and low-intensity commercial. Retain existing historic structures and ensure new structures are compatible in character and scale. |
| 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. |
| Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R) | (R)(3) - Have changing conditions substantially affected the area in the petition? |
| | No |
| | (R)(4) - Is the requested action in conformance with <i>Legacy 2030</i>? |
| | Yes |
| Analysis of Conformity to Plans and Planning Issues | <p>The subject request is to rezone a 1.3 acre assemblage of parcels from LI to PB-L. The petitioners have worked with Planning staff on paring down the list of requested uses to exclude some of the potentially more impactful uses allowed within the PB district such as Car Wash, Convenience Store, and Family Group Home, C.</p> <p>The site is located in an established, mixed use setting in the southeastern portion of the West Salem neighborhood and the western periphery of Old Salem. The general area includes a mixture of zonings including PB, HB, LB, and LI.</p> <p>The <i>South Central Area Plan Update</i> recommends institutional land use for the subject property which is also within a Special Land Use Condition Area (SLUCA). The institutional land use recommendation is consistent with the recommendation for the formal portion of Old Salem and is in acknowledgment that Old Salem owns most of the subject property. The SLUCA recommends a mix of uses including single-family residential, small-scale office, and low-intensity commercial. The proposed PB-L zoning allows for a wide array of residential, institutional, office, and commercial uses and is therefore significantly more compatible with the recommendations of the area plan than is the existing LI zoning. The subject request is also consistent with previous PB rezoning requests in the area that were approved between 1999 and 2010.</p> <p>The general area is well served with sidewalks and transit which further contribute to the site’s suitability for PB-L zoning. Planning staff recommends approval.</p> |

| CONCLUSIONS TO ASSIST WITH RECOMMENDATION | |
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| Positive Aspects of Proposal | Negative Aspects of Proposal |
| The request is consistent with the recommendations of both <i>Legacy 2030</i> and the <i>South Central Area Plan Update</i> . | The proposed zoning does not include the lot which is located between the two sections of the subject property. |
| The proposed PB-L zoning is more compatible with the existing zoning and development pattern in the general area than is the existing LI district. | |
| The site is located in a pedestrian oriented neighborhood which is served with sidewalks and transit. | |
| The request is consistent with the PB district purpose statement. | |

STAFF RECOMMENDATION: Approval

NOTE: These are **staff comments** only; final recommendations on projects are made by the City-County Planning Board, with final decisions being made by the appropriate Elected Body, who may approve, deny, table or request modification for any project. **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-3356
DECEMBER 14, 2017**

Aaron King presented the staff report.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Clarence Lambe moved approval of the zoning petition.

SECOND: George Bryan

VOTE:

FOR: George Bryan, Melynda Dunigan, Jason Grubbs, Arnold King, Clarence Lambe,
Chris Leak, Brenda Smith, Allan Younger

AGAINST: None

EXCUSED: None

A. Paul Norby, FAICP
Director of Planning and Development Services