

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

<b>PETITION INFORMATION</b>			
<b>Docket #</b>	W-3420		
<b>Staff</b>	<a href="#">Gary Roberts, Jr. AICP</a>		
<b>Petitioner(s)</b>	STC Properties of Forsyth County, LLC		
<b>Owner(s)</b>	Same		
<b>Subject Property</b>	PINs 6836-40-1617; 6836-40-1900; and 6836-41-1282		
<b>Address</b>	1245 Ivy Avenue		
<b>Type of Request</b>	General Use rezoning from GI and GO to E		
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Maps for the subject property <b>from</b> GI (General Industrial) and GO (General Office) <b>to</b> E (Entertainment).</p> <p><b>NOTE:</b> General Use, Special Use Limited, and Special Use district 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>		
<b>Neighborhood Contact/Meeting</b>	A summary of the petitioner’s neighborhood outreach is attached.		
<b>Zoning District Purpose Statement</b>	The E District is primarily intended to accommodate a mixture of retail, office, residential, and entertainment (indoor and outdoor) related uses. This district is intended for application in GMAs 1 and 2.		
<b>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</b>	<p><b>(R)(1) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</b></p> <p>Yes, the site is located within GMA 2 and is adjacent to a mixture of other zonings, including E.</p>		
<b>GENERAL SITE INFORMATION</b>			
<b>Location</b>	East side of Ivy Avenue, south of East Northwest Boulevard		
<b>Jurisdiction</b>	City of Winston-Salem		
<b>Ward(s)</b>	East		
<b>Site Acreage</b>	± 6.59 acres		
<b>Current Land Use</b>	Plyler Supply Building Materials is currently located on the site.		
<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>	<b>Use</b>
	North	GI	Gateway Holdings Business Center
	East	GI	US 52/Liberty Street interchange across the Norfolk Southern Railroad
	South	GI and GB	Edwards Seat Cover Co.
	West	GI, E and GB-S	Samaritan Ministries and several industrial buildings

<b>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</b>	<b>(R)(2) - Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?</b>					
<b>Physical Characteristics</b>	Yes, the broad mixture of uses permitted on the adjacent properties are generally compatible with the uses permitted in the proposed E district.					
<b>Proximity to Water and Sewer</b>	The developed site has a gentle slope downward toward the northwest.					
<b>Stormwater/ Drainage</b>	Water and sewer lines are located within both adjacent street right-of-ways.					
<b>Watershed and Overlay Districts</b>	No known issues.					
<b>Historic, Natural Heritage and/or Farmland Inventories</b>	The site is not located within a water supply watershed.  Located on the subject property is the building which formerly housed the Hanes Hosiery Mills – Ivy Avenue Plant. This structure was listed in the National Register of Historic Places in 2016. This plant was constructed in 1939. The Detroit architectural firm Albert Kahn, Inc. designed the three-story concrete and steel-frame building with brick walls laid in a five-to-one common bond. Albert Kahn, Inc. is internationally recognized for industrial architecture and engineering. The building has a metal roof with five monitor roofs running east-to-west and a brick parapet topped with metal coping. The series of monitors and lower, flat roofs create an “Aiken” or “high-and-low-bay” style roof. Many of the building’s steel-sash, center-pivoting windows—which appear in thirty-, twenty-five, twenty-, nine-, and ten-light configurations—have been covered with brick on the interior and exterior but retain sills formed by a continuous concrete band and lintels formed by a continuous band of two projecting brick header courses.  The National Register designation may qualify the owner for state and federal tax credits for a certified rehabilitation of the structure.					
<b>Analysis of General Site Information</b>	The site has a long history of industrial use and includes a three-story building constructed in 1939, which is listed in the National Register of Historic Places. The southern portion of the site is undeveloped and zoned GO. The entire eastern edge of the site abuts the Norfolk Southern Railroad. The right-of-way of a former rail spur traverses the middle of the site.					
<b>RELEVANT ZONING HISTORIES</b>						
<b>Case</b>	<b>Request</b>	<b>Decision &amp; Date</b>	<b>Direction from Site</b>	<b>Acreage</b>	<b>Recommendation</b>	
W-3389	LI, GI and GB-S to E	Approved 12/3/2018	Directly west	20.91	<b>Staff</b>	<b>CCPB</b>
W-3247	GI to GO	Approved 2/2/2015	Included the southern portion of the subject property	3.10	Approval	Approval

W-3138	GI and PB to GB-S	Approved 4/2/2012	Directly west	2.60	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D		
Ivy Avenue	Collector Street	915 feet	N/A	N/A		
East Northwest Boulevard	Major Thoroughfare	460 feet	5,400	13,800		
<b>Proposed Access Point(s)</b>	Proposed access points are not known at this time because no site plan is required with a General Use rezoning. This site is currently accessed from both Ivy Avenue and East Northwest Boulevard.					
<b>Trip Generation - Existing/Proposed</b>	Because there are no site plans associated with either the existing or proposed General Use zonings, staff is unable to estimate trip generation for the site.					
<b>Sidewalks</b>	Sidewalks exist along both sides of the adjacent streets.					
<b>Transit</b>	WSTA routes 87 and 91 run along North Patterson Avenue approximately 800 feet to the west.					
<b>Analysis of Site Access and Transportation Information</b>	<p>The site has extensive frontage along a major thoroughfare and a collector street, both of which include sidewalks. Transit is located nearby, and the site has close access to US Highway 52.</p> <p>When new development occurs within the proposed E district, the developers may be required to install pedestrian crosswalks at any location within the district where pedestrians cross public streets. Additional street lighting may also be required, and a parking study may be required to demonstrate how parking needs can be conveniently accommodated.</p> <p>A City driveway permit will be required for any change of use or redevelopment of the site.</p>					
CONFORMITY TO PLANS AND PLANNING ISSUES						
<b>Legacy 2030 Growth Management Area</b>	Growth Management Area 2 – Urban Neighborhoods					
<b>Relevant Legacy 2030 Recommendations</b>	<ul style="list-style-type: none"> <li>• Encourage the development of new entertainment venues Downtown with larger facilities located near the northern edge.</li> <li>• Encourage both residential and nonresidential infill development/redevelopment vs. greenfield development.</li> <li>• Encourage reuse of vacant and underutilized commercial and industrial sites.</li> </ul>					
<b>Relevant Area Plan(s)</b>	<i>North Central Winston-Salem Area Plan Update (2015)</i>					

<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>• The concept of mixing uses is not limited to [Chatham Mill and the Deacon Blvd areas]; other locations proposed for mixed uses will be evaluated by how they integrate with and complement surrounding neighborhoods.</li> <li>• Continue revitalization of vacant or underutilized industrial sites in the planning area. Existing industrial sites could be converted to other uses compatible with surrounding residential areas.</li> <li>• The area plan’s proposed land use map recommends industrial development for this site.</li> <li>• Encourage and support the redevelopment/rehabilitation of existing older/underutilized industrial sites in the defined industrial opportunity area.</li> </ul>
<b>Site Located Along Growth Corridor?</b>	The site is not located along a growth corridor.
<b>Site Located within Activity Center?</b>	The site is not located within an activity center.
<b>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</b>	<b>(R)(3) - Have changing conditions substantially affected the area in the petition?</b>
	Yes, a large property located across Ivy Avenue was rezoned to E in 2018.
	<b>(R)(4) - Is the requested action in conformance with <i>Legacy 2030</i>?</b>
<b>Analysis of Conformity to Plans and Planning Issues</b>	This request would rezone approximately 6.59 acres just beyond the northeastern edge of downtown to the E district. Since the creation of the E district and the associated use Entertainment Facility, Large in 2012, there have been four other E or E-L rezonings in this general area. In 2018, over 20 acres located directly across Ivy Avenue were rezoned to E.
	<p>The <i>North Central Winston-Salem Area Plan Update</i> recommends industrial use for the site, and industrial zoning has served this general area well for many decades. While the E district does not allow many of the more intense industrial uses, it does allow Manufacturing A, along with a wide mixture of retail, service, and residential uses which are not permitted in the current zoning. The request is consistent with <i>Legacy</i> in that it would encourage the reuse of a vacant and/or underutilized industrial site. The E district also includes requirements for street lighting and crosswalks should any new Entertainment Facility, Large use be established within the district. This request meets the minimum acreage and spacing requirements of the E district.</p> <p>Many of the properties in this area have benefitted from significant investment (including new buildings, as well as the adaptive reuse of older structures) over the last several years. The proposed expansion of the E district may encourage additional investment in the built environment and street life of this general area. Having said that, staff generally would <i>not</i></p>

	be supportive of extending the E district beyond East Northwest Boulevard because it would begin to encroach upon the residential character of the neighborhoods in this area.
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CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
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Positive Aspects of Proposal	Negative Aspects of Proposal
The request is consistent with the E district purpose statement and district requirements.	The request would remove industrial zoning from an area that has historically been used for industrial purposes.
The site is adjacent to a mixture of intense zoning districts, including E.	
The request could spur redevelopment activity in an underutilized area where urban services are already in place.	
The request is consistent with the <i>Legacy</i> recommendation to encourage the reuse of vacant and/or underutilized industrial sites.	
The request may result in additional improvements for pedestrian safety being installed within the proposed district based upon future development.	

**STAFF RECOMMENDATION: Approval**

**NOTE:** These are **staff comments** only; final recommendations are made by the City-County Planning Board, and final action is taken by the appropriate Elected Body, who may approve, deny, continue, or request modifications to any proposal. **THE APPLICANT OR REPRESENTATIVE IS STRONGLY ENCOURAGED TO ATTEND THE PUBLIC HEARINGS WHERE THE PROPOSAL IS CONSIDERED BY THE PLANNING BOARD AND/OR THE ELECTED BODY.**

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**CITY-COUNTY PLANNING BOARD  
PUBLIC HEARING  
MINUTES FOR W-3420  
NOVEMBER 14, 2019**

Desmond Corley presented the staff report.

Clarence Lambe asked if there would be uses in E zoning that would prevent a school from being located within “X” distance. Chris Murphy answered no, and explained the zoning regarding schools in an E area.

In answer to a question by Jack Steelman, Desmond Corley noted that site plans for specific developments in E districts that aren’t Special Use districts will be reviewed at the permitting stage.

**PUBLIC HEARING**

FOR: None

AGAINST: None

**WORK SESSION**

MOTION: Clarence Lambe moved that the Planning Board find that the request is consistent with the comprehensive Plan.

SECOND: George Bryan

VOTE:

FOR: George Bryan, Melynda Dunigan, Jason Grubbs, Clarence Lambe, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the zoning petition.

SECOND: Jason Grubbs

VOTE:

FOR: George Bryan, Melynda Dunigan, Jason Grubbs, Clarence Lambe, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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Aaron King

Director of Planning and Development Services