

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION			
Docket	W-3602		
Staff	Marc Allred		
Petitioner(s)	Hillcrest Property Development LLC		
Owner(s)	Same		
Subject Property	PIN 6804-80-2132		
Address	2309 Winterhaven Lane		
Type of Request	Special Use Rezoning		
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from HB-S (Highway Business-Special Use) and MU-S (Mixed Use-Special Use) to GB-S (General Business-Special Use). The petitioner is requesting the following uses:</p> <p>Arts and Craft Studio; Banking and Financial Services; Food or Drug Store; Funeral Home; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Hotel or Motel; Library, Public; Museum or Art Gallery; Offices; Recreation Services, Indoor; Restaurant (with drive-through service); Restaurant (without drive-through service); Retail Store; Services A; Veterinary Services; Adult Day Care Center; Child Care, Sick Children; and Child Day Care Center.</p>		
GENERAL SITE INFORMATION			
Location	The southwest intersection of South Stratford Road and Hillcrest Center Drive		
Jurisdiction	Winston-Salem		
Ward(s)	Southwest		
Site Acreage	± 1.78 acres		
Current Land Use	The site is currently undeveloped.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	MU-S	Vacant outparcels
	South	MU-S	Offices and Services
	East	GI	Undeveloped land and an Industrial Park
	West	MU-S	Rehabilitation Hospital
Physical Characteristics	The undeveloped site has been graded and is essentially flat except for a rise along the South Stratford Road frontage.		
Proximity to Water and Sewer	Public water and sewer are available to the site along Winterhaven Lane.		
Stormwater/ Drainage	A stormwater study was conducted as part of the initial Hillcrest rezoning in 2003. The stormwater runoff from the site will drain into an existing stormwater pond located at the northwestern edge of said		

	development close to Little Creek. No additional active stormwater management devices are required as a part of this request.					
Watershed and Overlay Districts	The site is not located within a water supply watershed.					
Analysis of General Site Information	The site was rough graded during the initial construction of the Hillcrest development and is generally flat. There are no known development constraints such as steep slopes, watershed areas, or floodplains.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3380	MU-S to MU-S	Approved 10/1/2018	Southwest	1.57	Approval	Approval
W-2922	Site Plan Amendment	Approved 5/7/2007	Portion of subject site	163.53	Approval	Approval
W-2763	Site Plan Amendment	Approved 6/6/2005	Portion of subject site	159.65	Denial	Approval
W-2655	RS9 to HB-S	Approved 1/5/2004	Portion of subject site	1.54	Approval	Approval
W-2582	RS9 to MU-S	Approved 2/3/2003	Portion of subject site	159.65	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D		
South Stratford Road	Boulevard	270'	27,000	43,500		
Winterhaven Lane	Private Street	274'	N/A	N/A		
Hillcrest Center Drive	Collector Street	291'	N/A	N/A		
Proposed Access Point(s)	The site will be accessed from Winterhaven Lane.					
Trip Generation - Existing/Proposed	<p><u>Existing Zoning: MU-S & HB-S</u> As the last Site Plan amendment maintained a two-phase zoning district designation for the subject property, staff is unable to determine the trip generation as a site plan with a specified use was never submitted.</p> <p><u>Proposed Zoning :GB-S</u> 2,500 sf / 1,000 x 496.12 (Restaurant with Drive Through Trip Rate) = 1,241 Trips per Day</p>					

Sidewalks	Sidewalks are proposed along Winterhaven Lane and Hillcrest Center Drive. Sidewalks along internal frontages are required for all other outparcels within the Hillcrest development.		
Transit	WSTA Route 102 runs along South Stratford Road with a stop at the northwest intersection of South Stratford Road and Hillcrest Center Drive.		
Connectivity	The petitioner has worked with staff to provide an additional internal sidewalk connection to the medical office building to the southwest.		
Transportation Impact Analysis (TIA)	A transportation impact analysis (TIA) was submitted as part of the original MU-S rezoning (W-2582). No new TIA was required as a part of this request.		
Analysis of Site Access and Transportation Information	The proposed Restaurant with Drive-Through use is a high-traffic-generating use. However, based on the latest NCDOT trip generation reports, South Stratford Road is currently at 62% capacity with ample capacity for additional traffic. The site is adjacent to a public bus stop at the intersection of South Stratford Road and Hillcrest Center Drive. The site plan illustrates the installation of sidewalks along the frontage of Hillcrest Center Drive and Winterhaven Lane. The petitioner has worked with staff to provide an additional internal sidewalk connection to the medical office building to the southeast to provide additional pedestrian connectivity.		
SITE PLAN COMPLIANCE WITH UDO REQUIREMENTS			
Building Square Footage	Square Footage		Placement on Site
	2,500		Northeastern portion of site
Parking	Required	Proposed	Layout
	30	36	90° head-in
Building Height	Maximum		Proposed
	N/A		24'
Impervious Coverage	Maximum		Proposed
	N/A		53.52%
UDO Sections Relevant to Subject Request	<ul style="list-style-type: none"> Section 4.6.10: General Business District Chapter 6: Development Standards 		
Complies with Section 3.2.11	(A) Legacy 2030 policies:	Yes	
	(B) Environmental Ord.	N/A	
	(C) Subdivision Regulations	N/A	
Analysis of Site Plan Compliance with UDO Requirements	The proposed site plan illustrates a one story, 2,500 square-foot Restaurant with Drive Through building and associated parking. The proposed plan shows all required internal and external sidewalk connectivity. The proposed elevations conform to the original building materials requirements for the Hillcrest Center development. The site plan meets UDO requirements.		

CONFORMITY TO PLANS AND PLANNING ISSUES	
Legacy 2030 Growth Management Area	Growth Management Area 3 – Suburban Neighborhoods
Relevant Legacy 2030 Recommendations	<ul style="list-style-type: none"> • Promote activity centers as compact, mixed-use areas supporting walking and transit use and providing services and employment close to residences. • Promote quality design through increasing storefront or office visibility and moving parking behind the building.
Relevant Area Plan(s)	<i>Southwest Suburban Area Plan Update (2015)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> • The proposed land use recommendation map recommends commercial land uses are for this section of the Hillcrest Activity Center. • Commercial buildings along the edge of the development should have comparable height and massing to the adjacent properties.
Site Located Along Growth Corridor?	The site is not located along a growth corridor.
Site Located within Activity Center?	The site is located within the Hillcrest 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 Legacy 2030?
	Yes
Analysis of Conformity to Plans and Planning Issues	<p>The petitioner is requesting to rezone property zoned MU-S and HB-S to GB-S to add additional uses, including Restaurant with Drive-Through. The Hillcrest development was approved as a two-phase MU-S zoning district in 2003. The MU-S district is intended to accommodate a comprehensively planned, mixed use community which is pedestrian oriented. This outparcel has remained undeveloped since that time.</p> <p>While auto-oriented uses have generally been discouraged within the Hillcrest Activity Center, a restaurant located along a major thoroughfare with excellent multimodal connectivity would provide a gathering place for residents in the area. The proposed use is fitting in both form and function to the intent of the original Hillcrest development concept and therefore staff is supportive of this request.</p>

CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The request would facilitate the development of a commercially-zoned site which has remained undeveloped since 2003.	The proposed use is an auto-oriented use with the potential for high traffic generation.
The proposed use will provide a needed public gathering place within the Hillcrest Activity Center.	
Any potential traffic generation can be easily accommodated by the existing street network.	
SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL	
<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"> • <u>PRIOR TO ISSUANCE OF BUILDING PERMITS:</u> <ol style="list-style-type: none"> a. The proposed building plans shall be in substantial conformance with the submitted elevations as verified by Planning staff. • <u>PRIOR TO ISSUANCE OF CERTIFICATE(S) OF OCCUPANCY:</u> <ol style="list-style-type: none"> a. Buildings shall be constructed in substantial conformance with the approved building elevations as verified by Planning staff. b. Street trees may be located between the back of curb and sidewalk/right-of-way with a maintenance agreement provided by either the Developer or Property Owners' Association. • <u>OTHER REQUIREMENTS:</u> <ol style="list-style-type: none"> a. Any hotel use is limited to three stories and shall be limited in location to within six hundred (600) feet of the Stratford Road right-of-way line. b. Developer shall be permitted one (1) freestanding sign to be located along South Stratford Road. Sign shall be a monument type with a six (6) foot maximum height and a thirty-six (36) foot maximum area. Electronic message board signs shall not be permitted. 	

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-3602
NOVEMBER 9, 2023**

Bryan Wilson 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, Salvador Patiño, Lindsey Schwab, Brenda Smith, Jack Steelman

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, Salvador Patiño, Lindsey Schwab, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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