

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

PETITION INFORMATION	
<b>Docket #</b>	W-3374
<b>Staff</b>	<a href="#">Gary Roberts, Jr. AICP</a>
<b>Petitioner(s)</b>	Canal Northwest, LLC from GI to GB-L
<b>Owner(s)</b>	Same
<b>Subject Property</b>	PIN# 6825-78-3652
<b>Address</b>	1064 West Northwest Boulevard
<b>Type of Request</b>	Special use limited rezoning from GI to GB-L
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Maps for the subject property <b>from</b> GI (General Industrial) <b>to</b> GB-L (General Business special use limited). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> <li>• Academic Biomedical Research Facility; Arts and Crafts Studio; Banking and Financial Services; Building Contractors, General; Building Materials Supply; Child Care, Drop-In; 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; Manufacturing A; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Nursery, Lawn and Garden Supply Store, Retail; Offices; Parking, Commercial; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Restaurant (without drive-through service); Retail Store; School, Vocational or Professional; Services A; Services B; Special Events Center; Storage Services, Retail; Terminal, Bus or Taxi; Testing and Research Lab; Theater, Indoor; Urban Agriculture; Veterinary Services; Warehousing; Wholesale Trade A; Child Care, Sick Children; Child Day Care Center; Life Care Community; Residential Building, Multifamily; Residential Building, Townhouse; Residential Building, Twin Home; Residential Building, Duplex; School, Private; and School, Public</li> </ul> <p><b>NOTE:</b> General, special use limited, and special use district zoning were discussed with the petitioner(s) who decided to pursue the rezoning as presented.</p>
<b>Neighborhood Contact/Meeting</b>	See Attachment B for a summary of the petitioner’s neighborhood outreach.
<b>Zoning District Purpose Statement</b>	The GB District is primarily intended to accommodate a wide range of retail, service, and office uses located along thoroughfares in areas which have developed with minimal front setbacks. However, the district is not intended to encourage or accommodate strip commercial development. The district would accommodate destination retail and service uses, characterized by either a larger single business use or the consolidation of numerous uses in a building or planned development, with consolidated access. This district is intended for application in

	GMAs 1, 2 and 3 and Metro Activity Centers.					
<b>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</b>	<b>(R)(1) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</b>					
	Yes, the site fronts on a major thoroughfare within an urban setting with minimal setbacks and limited parking. The site is also located within an activity center.					
<b>GENERAL SITE INFORMATION</b>						
<b>Location</b>	Southeast side of Northwest Boulevard, east of Reynolda Road					
<b>Jurisdiction</b>	City of Winston-Salem					
<b>Ward(s)</b>	Northwest					
<b>Site Acreage</b>	± 2.82 acres					
<b>Current Land Use</b>	The site is currently improved with three industrial buildings and associated parking. Most of the building square footage is unoccupied; however, some of the area is used for warehousing.					
<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>			<b>Use</b>	
	North	GI			A variety of retail, restaurant, and commercial uses about the site.	
	East	PB & GI				
	South	PB & GI				
	West	PB & GI				
<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>					
	Yes, the proposed mixture of uses are generally compatible with the mixture of uses permitted on the adjacent GI and PB zoned properties.					
<b>Physical Characteristics</b>	The site has a moderate to gentle slope downward toward Canal Drive which borders the southeastern edge of the site. Canal Drive abuts Peters Creek. The majority of the site is located within the 100 year regulatory floodplain of Peters Creek.					
<b>Proximity to Water and Sewer</b>	The site has access to public water and sewer service.					
<b>Stormwater/ Drainage</b>	No known issues.					
<b>Watershed and Overlay Districts</b>	The site is not located within a water supply watershed.					
<b>Analysis of General Site Information</b>	The site is developed with multiple industrial buildings and associated parking. The site is significantly impacted by the floodplain of Peters Creek.					
<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>	
					<b>Staff</b>	<b>CCPB</b>
W-3291	GB-L and GI to GB-L	Approved 3-14-2016	300' northeast	.50	Approval	Approval
W-3159	GI to GB-L	Approved 12-3-2012	350' northeast	1.24	Approval	Approval

SITE ACCESS AND TRANSPORTATION INFORMATION				
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D
Northwest Boulevard	Major Thoroughfare	400'	8,400	11,900
Canal Drive	Local Street	442'	NA	NA
<b>Proposed Access Point(s)</b>	Because this is a special use limited request with no site plan or access conditions, the exact location of access points is unknown. Currently the site is accessed from both Northwest Boulevard and Canal Drive.			
<b>Trip Generation - Existing/Proposed</b>	Staff is unable to provide an accurate trip generation for either the existing general use or the proposed special use limited zonings because there are no site plans.			
<b>Sidewalks</b>	Sidewalks are located along Northwest Boulevard.			
<b>Transit</b>	Route 109 runs along Reynolda Road located approximately 150' to the southwest.			
<b>Analysis of Site Access and Transportation Information</b>	The site has extensive frontage on Northwest Boulevard which is a major thoroughfare with ample capacity. Canal Drive is a one way local street which runs from Reynolda Road eastward to Bridge Street. The area is also served with sidewalks and transit nearby. As this former industrial area redevelops into a mixed use, pedestrian oriented, activity center, Planning staff recommends investigating the possibility of striping on street parking spaces along Northwest Boulevard provided WSDOT requirements are met. This would facilitate continued private investment and redevelopment efforts in this area which is consistent with the <i>South Central Winston-Salem Area Plan Update</i> which recommends "...strengthening the existing commercial areas through <u>public</u> and private improvements."			
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 redevelopment and reuse of existing sites and buildings that is compatible and complementary with the surrounding area.</li> <li>• Focus higher-intensity, quality mixed-use development in activity centers, growth corridors, and town centers.</li> <li>• Activity centers have the potential to accommodate denser mixed-use development.</li> </ul>			
<b>Relevant Area Plan(s)</b>	<i>South Central Winston-Salem Area Plan Update (2015)</i>			
<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>• The area is shown for commercial development on the land use map.</li> <li>• The area is part of the West End Activity Center. <ul style="list-style-type: none"> <li>○ The West End Activity Center contains approximately 30 acres and is located adjacent to the northeast edge of Hanes Park and runs along West End Boulevard from Reynolda Road to North Broad</li> </ul> </li> </ul>			

	<p>Street on the south and along Northwest Boulevard between Reynolda Road and North Broad Street on the north. The West End Activity Center has historically served the West End neighborhood, but has more recently served the larger community. The area has an eclectic mix of shops and offices as well as the new West End Millworks, a redevelopment of older industrial buildings that now feature a brewery, restaurant, yoga studio, distillery, and glass blowing studio. The activity center is bisected by Peters Creek, which could be used to the advantage of surrounding development by connecting this area to other developments along the creek. This plan recommends the following for this activity center:</p> <ul style="list-style-type: none"> <li>▪ Continue strengthening the existing commercial areas through public and private improvements.</li> <li>▪ Incorporate more mixed-use development within the activity center, either through redevelopment or new development.</li> <li>▪ Strengthen pedestrian connections between Hanes Park, surrounding neighborhoods, and commercial uses.</li> <li>▪ Consider constructing a greenway/pedestrian connector along Peters Creek through the activity center (see Figure 10 on page 47).</li> <li>▪ Consider adding a vehicular or pedestrian bridge over Peters Creek on Bridge Street to improve connectivity within the activity center.</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 located within the West End Activity Center.
<b>Greenway Plan Information</b>	The <i>Greenway Plan Update</i> recommends a greenway along this portion of Peters Creek. However, given the development constraints of the area and the existing railroad trestle, a greenway easement is not requested. The existing sidewalk along Northwest Boulevard and Reynolda Road will provide pedestrian accommodations through the area.
<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. Similar rezonings from GI to GB-L on the nearby Hoots Roller Mill property prior to and after adoption of the <i>South Central Winston-Salem Area Plan Update</i> have facilitated extensive redevelopment activity.
	<b>(R)(4) - Is the requested action in conformance with <i>Legacy 2030</i>?</b> Yes
<b>Analysis of Conformity to Plans and Planning Issues</b>	The subject request is to rezone a property which has historically been used for industrial purposes from GI to GB-L. There are no conditions associated with the request other than the list of proposed uses which are comparable to the mix of approved uses on the other GB-L zoned properties nearby.

The site is located within the West End Activity Center as identified in the *South Central Winston-Salem Area Plan Update*. The recommended land use is commercial. Staff sees the proposed mixture of uses as being more appropriate for this transitional area than the existing GI district. GB-L zoning is also more fitting for property within a designated activity center due to the broader array of permitted uses, reduced building setbacks, and parking reductions. As with other previously mentioned and similar rezonings in the area, the subject request would facilitate redevelopment and reinvestment of the subject property.

**CONCLUSIONS TO ASSIST WITH RECOMMENDATION**

<b>Positive Aspects of Proposal</b>	<b>Negative Aspects of Proposal</b>
The GB-L zoning provides more use flexibility for the property than the existing GI district.	The request would permit some commercial uses which may lead to increased traffic.
GB-L zoning is more conducive for mixed use development of property within an activity center than the existing GI zoning.	
The request is consistent with the recommendations of the <i>South Central Winston-Salem Area Plan Update</i> .	
The request is consistent with the recommendations of <i>Legacy 2030</i> regarding infill and activity center development.	
The request is consistent with the GB 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.**

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**CITY-COUNTY PLANNING BOARD  
PUBLIC HEARING  
MINUTES FOR W-3374  
JULY 12, 2018**

**PUBLIC HEARING**

FOR: None

AGAINST: None

**WORK SESSION**

MOTION: Clarence Lambe moved approval of the zoning petition.

SECOND: Tommy Hicks

VOTE:

FOR: Melynda Dunigan, Jason Grubbs, Tommy Hicks, Arnold King, Clarence Lambe,  
Chris Leak

AGAINST: None

EXCUSED: None

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