

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

<b>PETITION INFORMATION</b>	
<b>Docket</b>	W-3685
<b>Staff</b>	<a href="#">Daniel Rankin</a>
<b>Petitioner(s)</b>	Housing Authority of Winston-Salem
<b>Owner(s)</b>	Same
<b>Subject Property</b>	PINs 6836-63-2350 and 6836-63-2117
<b>Address</b>	1700 North Cleveland Avenue and 1043 East Seventeenth Street
<b>Type of Request</b>	General Use District Rezoning
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property <b>from</b> RM18 (Residential Multifamily, maximum 18 units per acre) and RSQ (Residential Single Family Quadraplex) <b>to</b> RM18 (Residential Multifamily, maximum 18 units per acre).</p> <p><b>NOTE:</b> 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>
<b>Neighborhood Contact/Meeting</b>	A summary of the petitioner’s neighborhood outreach is attached.
<b>Zoning District Purpose Statement</b>	The RM-18 District is primarily intended to accommodate multifamily uses at a maximum overall density of eighteen (18) units per acre. This district is appropriate for GMAs 1 and 2 and may be suitable for GMA 3 and Activity Centers where public facilities, including public water and sewer, public roads, parks, and other governmental support services, are available and the site has direct access to a minor or major thoroughfare.
<b>Rezoning Consideration from Section 3.2.19 A 16</b>	<p><b>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 has access to public water and sewer. Additionally, the site has direct access to a minor thoroughfare and is situated near several public parks and the proposed site of the new Ashley Elementary School.</p>
<b>GENERAL SITE INFORMATION</b>	
<b>Location</b>	Between East Seventeenth Street and New Hope Lane, west of North Cleveland Avenue
<b>Jurisdiction</b>	Winston-Salem
<b>Ward(s)</b>	Northeast Ward
<b>Site Acreage</b>	Approximately 2.92 acres
<b>Current Land Use</b>	The site is largely vacant and cleared. It includes one vacant single-family residential house situated along the south side of the site, with frontage along East Seventeenth Street. Several multifamily residential buildings were previously located on the site but have been demolished.

Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	RSQ and RS7-L	Multifamily residential buildings, parking area, and a vacant lot
	South	RM18	Vacant/cleared land and multifamily residential buildings
	East	RSQ	Church
	West	RSQ	Single-family houses
Rezoning Consideration from Section 3.2.19 A 16	<p><b>Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?</b></p> <p>Yes. The site is directly adjacent to residential districts of varying densities. Additionally, the site is adjacent to existing multifamily residential developments which are situated on large lots. The active construction site to the south of the subject property is being developed with multifamily residential buildings (and is being comprehensively developed as part of the Choice Neighborhoods Initiative program). The proposed site for the new Ashley Elementary School is located northwest of the subject property.</p>		
Physical Characteristics	<p>The subject property largely consists of cleared land. One vacant single-family house is located on the south side of the site. A small parking area is located in the northwest portion of the site with access from New Hope Lane. A retaining wall with integrated stairs is located in the eastern part of the site, along North Cleveland Avenue. The site's topography generally slopes downwards from the northwest to the southeast.</p>		
Proximity to Water and Sewer	<p>Public water and sewer are available along North Cleveland Avenue, New Hope Lane, and East Seventeenth Street adjacent to the site.</p>		
Stormwater/ Drainage	<p>There are no known stormwater or drainage issues on the subject property. The site generally drains towards the southeast.</p>		
Watershed and Overlay Districts	<p>The subject property is not within a regulated water supply watershed or an overlay district.</p>		
Historic, Natural Heritage and/or Farmland Inventories	<p>Parcel 6836-63-2350 was previously determined eligible for the National Register of Historic Places, but was never officially listed (FY9238, the Cleveland Avenue Homes Public Housing Complex). The property included 1955 2-story, side-gable brick-clad frame residential structures, which have since been demolished.</p>		
Analysis of General Site Information	<p>Located within GMA 2, the subject property is located in a largely residential area which is compatible with the proposed RM18 district. The site was previously developed with several multifamily residential buildings and a few single-family homes, and most of the subject property is already zoned RM18. The site does not appear to have any major development constraints such as steep slopes, regulated watersheds, or designated floodplains.</p>		

RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3564	RSQ to RM18	Approved 4/3/2023	Portion of the subject property currently zoned RM18	2.35	Approval	Approval
W-3663	RS7, RSQ, and RM18 to RS7-L and IP-L	Approved 11/17/2025	Northwest	7.37	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D	
North Cleveland Avenue	Minor Thoroughfare	Winston-Salem Department of Transportation	286 feet	4,300	13,800	
New Hope Lane	Local Street	Winston-Salem Department of Transportation	516 feet	N/A	N/A	
East Seventeenth Street	Local Street	Winston-Salem Department of Transportation	423 feet	N/A	N/A	
<b>Proposed Access Point(s)</b>	Because this is a General Use request without a site plan, the exact proposed access point(s) are unknown. In addition to having frontage along two local streets and a minor thoroughfare, the site also contains an unopened alley within its western portion.					
<b>Trip Generation - Existing/Proposed</b>	<p><u>Existing Zoning – RM18 and RSQ</u> The majority of the subject property is undeveloped, cleared land; therefore, trip generation cannot be estimated at this time.</p> <p><u>Proposed Zoning – RM18</u> Staff is unable to estimate trip generation numbers for the proposed General Use request as it does not include a site plan.</p>					
<b>Sidewalks</b>	Sidewalks currently exist along the east side of North Cleveland Avenue and along the north side of New Hope Lane adjacent to the site. An additional sidewalk is present along both sides of East Seventeenth Street near the site’s southwest corner; however, the majority of the sidewalks along the site’s south side (along East Seventeenth Street) have been removed to help prepare the site for redevelopment.					

<b>Transit</b>	Winston-Salem Transit Authority (WSTA) Routes 92 and 93 pass by the intersection of North Cleveland Avenue and New Hope Lane at the northeast corner of the site. Stops for Route 98 are available near the intersection of North Liberty Street and East Seventeenth Street, approximately 900 feet from the site.
<b>Transportation Impact Analysis (TIA)</b>	A Transportation Impact Analysis was not required to be submitted as part of this General Use request.
<b>Analysis of Site Access and Transportation Information</b>	The existing vehicular capacity of streets adjacent to the site is adequate, and staff does not foresee any transportation-related issues associated with this General Use request. Stops for three different WSTA routes exist within walking distance of the site and the property also has good access to sidewalks.
<b>CONFORMITY TO PLANS AND PLANNING ISSUES</b>	
<b>Forward 2045 Growth Management Area</b>	Growth Management Area 2 - Urban Neighborhoods
<b>Relevant Forward 2045 Recommendations</b>	<ul style="list-style-type: none"> <li>• Prioritize higher density housing close to services, schools, workplaces, and transit.</li> <li>• Use City and County resources to create and preserve more affordable housing for low- and moderate-income individuals and households.</li> <li>• Continue funding programs that provide financial assistance for rent, home maintenance, or home ownership.</li> <li>• Make more efficient use of our urban core to avoid suburban development and conversion of rural areas to other uses.</li> </ul>
<b>Relevant Area Plan(s)</b>	<i>East-Northeast Area Plan Update (2016)</i>
<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>• The Proposed Land Use Map recommends mixed-use development for the subject property.</li> <li>• The site is located within the area of the <i>Cleveland Avenue Initiative Master Plan (2011)</i>. This plan envisions mixed-income, mixed-use neighborhoods with increased densities, as well as the creation of a pedestrian-friendly boulevard to improve connectivity.</li> <li>• The site is also within the boundary of the <i>Cleveland Avenue Homes Transformation Plan</i> area, funded as part of a Choice Neighborhoods Planning Grant from the U.S. Department of Housing and Urban Development (HUD). This plan envisions the creation of a pedestrian-friendly, mixed-use community with a mixture of housing types that includes new single-family residential, townhouses, small apartment buildings, and low-rise elderly housing integrated with the existing neighborhood. This new redevelopment will include both with low-income and market-rate housing.</li> </ul>

	<ul style="list-style-type: none"> <li>Continue providing a variety of housing types for different income levels, family sizes, and personal preferences in the planning area to offer a mixture of housing opportunities.</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>Comprehensive Transportation Plan Information</b>	The <i>2050 Comprehensive Transportation Plan (CTP)</i> does not include any recommendations for the roads directly adjacent to the subject property.
<b>Other Applicable Plans and Planning Issues</b>	Since the publication of the <i>East-Northeast Area Plan Update</i> in 2016, the Housing Authority of Winston-Salem (now known as ASPIRE) received a HUD grant to implement the planning completed under the previous Choice Neighborhoods Planning Grant. A portion of the subject property is part of this initiative.
<b>Rezoning Consideration from Section 3.2.19 A 16</b>	<b>Have changing conditions substantially affected the area in the petition?</b>
	Yes. The subject property was previously developed with seven multifamily residential buildings and two single-family residential houses. However, most of these buildings have since been demolished and currently only one of the single-family homes remains on the site.
	<b>Is the requested action in conformance with <i>Forward 2045</i>?</b>
	Yes.
<b>Analysis of Conformity to Plans and Planning Issues</b>	<p>The request is to rezone an approximately 2.92-acre site from RM18 and RSQ to RM18. The area surrounding the subject property is largely residential and includes housing at a variety of different scales and densities. The subject property is also near public parks and the proposed site of the new Ashley Elementary School, with excellent multi-modal transportation access. <i>Forward 2045</i> supports the provision of higher density housing near services and institutions, as well as the creation of affordable housing for low- and moderate-income individuals and households. The proposed rezoning would further these goals.</p> <p>The <i>East-Northeast Area Plan Update</i> recommends mixed-use development for the subject property and much of the surrounding neighborhood. One of the general development recommendations for the Choice Neighborhoods Initiative listed in the <i>Area Plan</i> is establishing a pedestrian-friendly, mixed-use community at this location. Toward that goal, the site is within walking distance of the businesses within the Liberty Street Activity Center.</p> <p>The proposed RM18 zoning enables the subject property to be planned and developed in a more comprehensive manner than would be possible under the current split zoning which includes a small area zoned RSQ.</p>

CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The request would allow development of low- and moderate-income multifamily housing in accordance with <i>Forward 2045</i> and <i>East-Northeast Area Plan Update</i> recommendations.	The requested General Use zoning would allow any RM18 use to be developed on the subject property.
The request is consistent with the <i>Choice Neighborhoods Initiative</i> plan and facilitates redevelopment of underutilized property within GMA 2.	
The request would allow comprehensive redevelopment of the property under a single zoning district.	

**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.**

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**CITY-COUNTY PLANNING BOARD  
PUBLIC HEARING  
MINUTES FOR W-3985  
MAY 14, 2026**

Marc Allred presented the staff report.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Walter Farabee recommended that the Planning Board find that the request is consistent with the comprehensive plan.

SECOND: Salvador Patiño

VOTE:

FOR: Walter Farabee, Haley Gingles, Jason Grubbs, Clarence Lambe, Salvador Patiño, Dixon Pitt, Lindsey Schwab, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Walter Farabee recommended approval of the zoning amendment.

SECOND: Salvador Patiño

VOTE:

FOR: Walter Farabee, Haley Gingles, Jason Grubbs, Clarence Lambe, Salvador Patiño, Dixon Pitt, Lindsey Schwab, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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