

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

PETITION INFORMATION			
<b>Docket</b>	W-3673		
<b>Staff</b>	<a href="#">Veronica Romero</a>		
<b>Petitioner(s)</b>	Southern Properties of the Triad, LLC		
<b>Owner(s)</b>	Same		
<b>Subject Property</b>	PIN 6814-89-0951		
<b>Address</b>	1728 South Hawthorne Road		
<b>Type of Request</b>	General Use Rezoning		
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property <b>from</b> GO-S (General Office – Special Use) <b>to</b> LO (Limited Office).</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</b> <b>Purpose Statement</b>	The LO District is primarily intended to accommodate moderately intense medical, professional, administrative, and government office uses on small to mid-sized sites, in a suburban setting. The district is typically located near the intersection of a collector street or thoroughfare in areas which are otherwise developed with residences. Standards are designed so this district may serve as a transition between residential districts and commercial districts. This district is intended for application in GMAs 2 and 3.		
<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 along a minor throughfare and will continue to serve as a low-intensity transitional buffer between Forsyth Medical Center and the residential neighborhoods to the south and east.</p>		
GENERAL SITE INFORMATION			
<b>Location</b>	The site is located at the northeast intersection of Brigham Street and South Hawthorne Road		
<b>Jurisdiction</b>	Winston-Salem		
<b>Ward(s)</b>	Southwest		
<b>Site Acreage</b>	±0.39 acres		
<b>Current Land Use</b>	The site is developed with an existing one-story office building and parking lot.		
<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>	<b>Use</b>
	North	LO	Offices
	East	LO	Offices

	South	RM18	Residential Building, Multifamily Offices
	West	LO	
<b>Rezoning Consideration from Section 3.2.19 A 16</b>	<b>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 LO district is compatible with the surrounding development pattern. The area along the north side of this section of South Hawthorne Road is predominantly zoned LO.		
<b>Physical Characteristics</b>	The relatively flat site is developed with an existing office building and an off-street parking lot.		
<b>Proximity to Water and Sewer</b>	The site has access to public water and sewer.		
<b>Stormwater/Drainage</b>	Staff is not aware of any existing stormwater issues at this location.		
<b>Watershed and Overlay Districts</b>	The site is not located within a locally-regulated water supply watershed.		
<b>Analysis of General Site Information</b>	The site is currently developed with an existing office building and parking area. Access to the site is provided via a driveway along Brigham Street.		

#### RELEVANT ZONING HISTORIES

Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3353	NB-L to NB-L	Approved 12/4/2017	East	0.43	Approval	Approval
W-3195	RS9 to NB-L	Approved 10/7/2013	East	0.43	Approval	Approval
W-2769	HB to GO	Approved 6/6/2005	Northwest	2.24	Approval	Approval
W-2339	LO to GO-S	Approved 9/9/1999	Subject Property	0.38	Approval	Approval

#### SITE ACCESS AND TRANSPORTATION INFORMATION

Street Name	Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D
South Hawthorne Road	Minor Thoroughfare	WSDOT	120 feet	16,000	16,572
Brigham Street	Local Street	WSDOT	140 feet	N/A	N/A
<b>Proposed Access Point(s)</b>	Because this is a General Use request with no site plan, the exact location of any future access points is unknown. The site is currently accessed via a driveway on Brigham Street.				

<b>Trip Generation - Existing/Proposed</b>	<p><u>Existing Zoning: GO-S</u>  <math>(4,831 \text{ sf} / 1,000 \text{ sf}) \times 36.13 \text{ (Medical-Dental Office Building trip rate)}</math>  = 174.54 trips per day</p> <p><u>Proposed Zoning: LO</u>  Trip generation is unavailable for the proposed General Use request as it does not include a site plan.</p>
<b>Sidewalks</b>	Sidewalks exist along the southern side of South Hawthorne Road. There are no existing or recommended sidewalks along Brigham Street.
<b>Transit</b>	WSTA Routes 80 and 107 stop directly in front of the subject property.
<b>Analysis of Site Access and Transportation Information</b>	The existing vehicular capacity along South Hawthorne Road is sufficient for the existing uses. However, staff is unable to anticipate daily trips for a General Use request. Pedestrian traffic is supported by existing sidewalks across Hawthorne Road.
<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 neighborhood-serving uses, such as cafés, medical offices, and grocery stores, instead of large-scale commercial uses, near residential areas</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>Southwest Winston-Salem Area Plan Update (2016)</i>
<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>The proposed land use map recommends the subject property for office uses.</li> <li>The area plan identifies the subject property as being a part of a special land use condition area which recommends preserving the small-scale office character of the 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>Rezoning Consideration from Section 3.2.19 A 16</b>	<b>Have changing conditions substantially affected the area in the petition?</b>
	No.
	<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>This request would rezone approximately 0.39 acres from GO-S to LO to allow for a broader array of low intensity service and office uses. The site was originally rezoned from LO to GO-S in 1999 to accommodate a sales component of a medical office. This request would effectively revert the zoning of the site to the prior General Use LO district.</p> <p>The proposal conforms to the intended purpose of LO zoning in GMA 2 (to serve as a buffer between high-intensity uses and residences), as the site is part of a contiguous low-intensity office area that serves as a transitional buffer between Forsyth Medical Center and the residential neighborhood to the south and east. The proposal satisfies the <i>Forward 2045</i> recommendations of providing neighborhood-serving uses near residences and making more efficient use of sites within the urban core.</p> <p>The request is consistent with both the parcel-specific recommendations of the <i>Southwest Winston-Salem Area Plan Update</i> and the general recommendations of <i>Forward 2045</i> to reutilize underutilized or vacant commercial property and provide for low-intensity transitional land uses near residential neighborhoods.</p>
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#### **CONCLUSIONS TO ASSIST WITH RECOMMENDATION**

Positive Aspects of Proposal	Negative Aspects of Proposal
The proposed rezoning allows for the continued use of the site for small-scale, low-intensity commercial uses.	As this is a General Use rezoning request, staff cannot determine any potential use-specific impacts of any future redevelopment of the site.
The proposed rezoning conforms to the recommendations of <i>Forward 2045</i> and the adopted Area Plan.	
The proposed LO zoning would reinforce the small-scale office character of the surrounding area.	

#### **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-3673**

### **DECEMBER 11, 2025**

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: 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: Clarence Lambe recommended approval of the ordinance 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