

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION			
Docket	W-3673		
Staff	Veronica Romero		
Petitioner(s)	Southern Properties of the Triad, LLC		
Owner(s)	Same		
Subject Property	PIN 6814-89-0951		
Address	1728 South Hawthorne Road		
Type of Request	General Use Rezoning		
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from GO-S (General Office – Special Use) to LO (Limited Office).</p> <p>NOTE: 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>		
Neighborhood Contact/Meeting	A summary of the petitioner’s neighborhood outreach is attached.		
Zoning District Purpose Statement	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.		
Rezoning Consideration from Section 3.2.19 A 16	Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?		
	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.		
GENERAL SITE INFORMATION			
Location	The site is located at the northeast intersection of Brigham Street and South Hawthorne Road		
Jurisdiction	Winston-Salem		
Ward(s)	Southwest		
Site Acreage	±0.39 acres		
Current Land Use	The site is developed with an existing one-story office building and parking lot.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	LO	Offices
	East	LO	Offices

	South	RM18	Residential Building, Multifamily			
	West	LO	Offices			
Rezoning Consideration from Section 3.2.19 A 16	Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?					
	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.					
Physical Characteristics	The relatively flat site is developed with an existing office building and an off-street parking lot.					
Proximity to Water and Sewer	The site has access to public water and sewer.					
Stormwater/ Drainage	Staff is not aware of any existing stormwater issues at this location.					
Watershed and Overlay Districts	The site is not located within a locally-regulated water supply watershed.					
Analysis of General Site Information	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	
Proposed Access Point(s)	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.					

Trip Generation - Existing/Proposed	<p><u>Existing Zoning: GO-S</u> (4,831 sf / 1,000 sf) x 36.13 (Medical-Dental Office Building trip rate) = 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>
Sidewalks	<p>Sidewalks exist along the southern side of South Hawthorne Road. There are no existing or recommended sidewalks along Brigham Street.</p>
Transit	<p>WSTA Routes 80 and 107 stop directly in front of the subject property.</p>
Analysis of Site Access and Transportation Information	<p>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.</p>
CONFORMITY TO PLANS AND PLANNING ISSUES	
Forward 2045 Growth Management Area	<p>Growth Management Area 2 – Urban Neighborhoods</p>
Relevant Forward 2045 Recommendations	<ul style="list-style-type: none"> • Prioritize neighborhood-serving uses, such as cafés, medical offices, and grocery stores, instead of large-scale commercial uses, near residential areas • Make more efficient use of our urban core to avoid suburban development and conversion of rural areas to other uses.
Relevant Area Plan(s)	<p><i>Southwest Winston-Salem Area Plan Update (2016)</i></p>
Area Plan Recommendations	<ul style="list-style-type: none"> • The proposed land use map recommends the subject property for office uses. • 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.
Site Located Along Growth Corridor?	<p>The site is not located along a growth corridor.</p>
Site Located within Activity Center?	<p>The site is not located within an activity center.</p>
Rezoning Consideration from Section 3.2.19 A 16	<p>Have changing conditions substantially affected the area in the petition?</p>
	<p>No.</p>
	<p>Is the requested action in conformance with <i>Forward 2045</i>?</p>
	<p>Yes.</p>

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

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-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

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