

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

| <b>PETITION INFORMATION</b>                            |  |
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| <b>Docket</b>  | W-3610   |
| <b>Staff</b>   | <a href="#">Rory Howard</a>  |
| <b>Petitioner(s)</b>                                   | Brook and Branch LLC   |
| <b>Owner(s)</b>  | Same   |
| <b>Subject Property</b>                                | PIN 6835-14-3361   |
| <b>Address</b>   | 414 Brookstown Avenue  |
| <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> GI (General Industrial) <b>to</b> PB (Pedestrian Business).</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>               | <p>The PB District is primarily intended to accommodate office, retail, service, institutional, and high-density residential uses which customarily serve community and convenience business needs of smaller communities and urban nodes in the city and county. The district is intended to encourage the development of attractive, identifiable small towns, and to accommodate the pattern of building in the business concentrations surrounding the central core of Winston-Salem, and the central core of other municipalities in the County. The district should demonstrate pedestrian oriented design through elements such as buildings pulled up to the street, on-street parking, street trees, covered arcades, awnings, storefront display windows, public/private outdoor spaces, wide sidewalks, and building entrances facing the street. This district is intended for application in GMAs 1, 2 and 3.</p> |
| <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 in GMA 2, has adequate access to public utilities, and fronts along a collector street with sidewalk access.</p>   |
| <b>GENERAL SITE INFORMATION</b>                        |  |
| <b>Location</b>  | South side of Brookstown Avenue, north of Branch Street, and west of South Marshall Street.  |
| <b>Jurisdiction</b>                                    | City of Winston-Salem  |
| <b>Ward(s)</b>   | South  |
| <b>Site Acreage</b>                                    | ± 0.73 acres   |

| <b>Current Land Use</b>                                | Offices and Motor Vehicle, Repair and Maintenance.   |                    |                     |                          |                                |          |
|--|--|--------------------|---------------------|--------------------------|--------------------------------|----------|
| <b>Surrounding Property Zoning and Use</b>             | Direction  | Zoning District    |                     |                          | Use                            |          |
|  | North  | GB                 |                     |                          | Hotel or Motel                 |          |
|  | East   | GI                 |                     |                          | Offices                        |          |
|  | South  | GI                 |                     |                          | Manufacturing A                |          |
|  | West   | GI                 |                     |                          | Building Contractors, General  |          |
| <b>Rezoning Consideration from Section 3.2.19 A 16</b> | Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?  |                    |                     |                          |                                |          |
|  | Yes, the Pedestrian Business District accommodates a variety of the uses surrounding the site.   |                    |                     |                          |                                |          |
| <b>Physical Characteristics</b>                        | The site is developed with two buildings totaling 7,444 square feet, located on the eastern half of the site. There is roughly a 25' topographic descent going from north to south on the site.  |                    |                     |                          |                                |          |
| <b>Proximity to Water and Sewer</b>                    | Public water is available along both the Brookstown Avenue and Branch Street frontages. Public sewer is available on the Branch Street frontage.   |                    |                     |                          |                                |          |
| <b>Stormwater/ Drainage</b>                            | As a site plan was not submitted as part of this request, staff cannot determine if any future changes to the site would trigger stormwater review and mitigation. There are no known drainage issues on the site.   |                    |                     |                          |                                |          |
| <b>Watershed and Overlay Districts</b>                 | The site is not located in a water supply watershed.   |                    |                     |                          |                                |          |
| <b>Analysis of General Site Information</b>            | The site contains two buildings with a combined size of 7,444 square feet. Access to the buildings is available via a concrete parking area on Brookstown Avenue, a cobblestone parking area on Branch Street, and a concrete driveway on the east side of the property leading to a central concrete parking area in between the two buildings. The property is connected to public water and public sewer. |                    |                     |                          |                                |          |
| <b>RELEVANT ZONING HISTORIES</b>                       |  |                    |                     |                          |                                |          |
| Case   | Request  | Decision & Date    | Direction from Site | Acreage                  | Recommendation                 |          |
|  |  |                    |                     |                          | Staff                          | CCPB     |
| W-2970   | GB and GI to PB  | Approved 3/3/2008  | East                | 2.94                     | Approval                       | Approval |
| W-2623   | GB to PB   | Approved 6/2/2003  | East                | 1.14                     | Approval                       | Approval |
| <b>SITE ACCESS AND TRANSPORTATION INFORMATION</b>      |  |                    |                     |                          |                                |          |
| Street Name  | Classification   | Street Maintenance | Frontage            | Average Daily Trip Count | Capacity at Level of Service D |          |
| Brookstown Avenue                                      | Collector Street   | WSDOT              | 160 feet            | 2,900                    | 13,800                         |          |
| Branch Street  | Local Street   | WSDOT              | 161 feet            | N/A                      | N/A                            |          |

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| <b>Proposed Access Point(s)</b>                               | As a site plan was not submitted with the request, any future change to the existing access points cannot be determined at this time. The buildings currently on site are accessed via small parking areas along Brookstown Avenue and Branch Street, and an internal parking area accessed off both streets.  |
| <b>Trip Generation - Existing/Proposed</b>                    | <p><u>Existing Zoning – GI</u><br/>Offices (4,664/1,000) x 11.57(single-tenant office building trip rate) = 54 trips per day.</p> <p>Vehicle Shop (40 trips per bay) X 3 bays = 120 trips per day.</p> <p><u>Proposed Zoning – PB</u><br/>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 exist along the entire frontage of Brookstown Avenue and an existing greenway is 1,000 feet to the east.   |
| <b>Transit</b>  | The closest bus stops are Routes 80 and 85, located at the intersection of Cotton Street and South Broad Street, approximately 820 feet from the site.   |
| <b>Analysis of Site Access and Transportation Information</b> | The site is developed with one existing office building, a motor vehicle repair and maintenance facility, and three parking areas. The site has good access to pedestrian, bicycle, and transit facilities.  |
| <b>CONFORMITY TO PLANS AND PLANNING ISSUES</b>                |  |
| <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>• Target infrastructure and appearance improvements to enhance older industrial and commercial areas.</li> <li>• Encourage property owners and local governments to rehabilitate their physical facilities and public infrastructure to accommodate new businesses.</li> <li>• Encourage both vertical and horizontal mixed-use development in appropriate locations.</li> </ul>  |
| <b>Relevant Area Plan(s)</b>                                  | <i>South Central Area Plan Update (2014)</i>   |
| <b>Area Plan Recommendations</b>                              | <ul style="list-style-type: none"> <li>• The Proposed Land Use Map recommends the subject property for commercial development.</li> <li>• The revitalization of older/underutilized commercial and industrial sites and buildings is to be encouraged.</li> <li>• Commercial development should be concentrated in designated areas and not be allowed to take the form of strip development along the major roads in the planning area.</li> <li>• Goods and services should be available near where people live and work.</li> </ul> |

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| <b>Site Located Along Growth Corridor?</b>  | The property is not located along a growth corridor.  |
| <b>Site Located within Activity Center?</b>   | The site is located within the Brookstown/Marshall Activity Center.   |
| <b>Activity Center Recommendations</b>  | <ul style="list-style-type: none"> <li>• Develop additional commercial uses to serve multifamily residents as well as hotel and convention center guests.</li> <li>• Continue strengthening existing commercial areas through public and private improvements.</li> </ul>   |
| <b>Rezoning Consideration from Section 3.2.19 A 16</b>  | Have changing conditions substantially affected the area in the petition?   |
|   | No  |
|   | Is the requested action in conformance with <i>Legacy 2030</i> ?  |
|   | Yes   |
| <b>Analysis of Conformity to Plans and Planning Issues</b>  | <p>This request is to rezone a developed 0.73-acre site from GI to PB to allow for increased business development options at this location.</p> <p>The request is consistent with the recommendations of <i>Legacy 2030</i> and the <i>South Central Area Plan Update</i> as it provides additional commercial and multifamily development options in an urban neighborhood. The rezoning would also facilitate redevelopment of an older, underutilized industrial site.</p> |
| <b>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</b>  |   |
| <b>Positive Aspects of Proposal</b>   | <b>Negative Aspects of Proposal</b>   |
| The proposed request is consistent with the recommendations of <i>Legacy 2030</i> and the <i>South Central Area Plan Update</i> .   | The PB District allows high-intensity commercial uses which could increase traffic on area streets.   |
| The request would provide an opportunity to redevelop an underutilized property within GMA 2 to provide additional opportunities for economic investment and neighborhood revitalization. |   |
| The site has access to multimodal transit opportunities and is located along a collector street.  |   |

**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-3610  
MARCH 14, 2024**

Marc Allred 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,  
Mo McRae, Salvador Patiño, Lindsey Schwab, 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,  
Mo McRae, Salvador Patiño, Lindsey Schwab, Jack Steelman

AGAINST: None

EXCUSED: None

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