

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3457
Staff	Gary Roberts, Jr., AICP
Petitioner(s)	Windsor Holdings, LLC
Owner(s)	Same
Subject Property	PIN 6815-93-5621
Address	526 South Stratford Road
Type of Request	Special Use Limited rezoning from PB to GB-L
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from PB (Pedestrian Business) to GB-L (General Business – Special Use Limited). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> Academic Biomedical Research Facility; Academic Medical Center; Access Easement, Private Off-Site; Adult Day Care Center; Arts and Crafts Studio; Banking and Financial Services; Bed and Breakfast; Boarding or Rooming House; Building Contractors, General; Child Care, Drop-In; Child Care Institution; Child Care, Sick Children; Child Day Care Center; Church or Religious Institution, Community; Church or Religious Institution, Neighborhood; Club or Lodge; College or University; Combined Use; Family Group Home B; Family Group Home C; Food or Drug Store; Funeral Home; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Habilitation Facility A; Habilitation Facility B; Habilitation Facility C; Hospital or Health Center; Hotel or Motel; Institutional Vocational Training Facility; Life Care Community; Library, Public; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Nursing Care Institution; Offices; Park and Shuttle Lot; Parking, Commercial; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Residential Building, Duplex; Residential Building, Multifamily; Residential Building, Townhouse; Residential Building, Twin Home; Restaurant (without drive-through service); Retail Store; School, Private; School, Public; School, Vocational or Professional; Services, A; Services, B; Shelter for Homeless; Shopping Center; Shopping Center, Small; Special Events Center; Stadium, Coliseum, or Exhibition Building; Storage Services, Retail; Swimming Pool, Private; Terminal, Bus or Taxi; Testing and Research Lab; Theater, Indoor; Transmission Tower; Urban Agriculture; Utilities; Veterinary Services; and Warehousing
Neighborhood Contact/Meeting	A summary of the petitioner’s neighborhood outreach is attached.

Zoning District Purpose Statement	The GB District is primarily intended to accommodate a wide range of retail, service, and office, and high density residential uses located along thoroughfares in areas which have developed with minimal front setbacks. 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		
Rezoning Consideration from Section 3.2.15 A 13	Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?		
	Yes. The site is located along a major thoroughfare within GMA 2, and it is nearly surrounded by GB and HB zoning.		
GENERAL SITE INFORMATION			
Location	West side of South Stratford Road, south of Knollwood Street		
Jurisdiction	Winston-Salem		
Ward(s)	Southwest		
Site Acreage	± .54 acre		
Current Land Use	Windsor Jewelers is currently located on the site.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	RS9	Single-family homes
	East	GB	Commercial parking for Stratford Oaks
	South	HB	Multiple businesses across South Stratford Road
	West	HB	Bank
Rezoning Consideration from Section 3.2.15 A 13	Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?		
	The proposed list of uses is compatible with the broad mixture of uses permitted on the adjacent GB and HB properties and less compatible with the uses permitted on the adjacent RS9 properties.		
Physical Characteristics	The site is fully developed and generally flat.		
Proximity to Water and Sewer	Public water and sewer lines are located beneath South Stratford Road.		
Stormwater/ Drainage	No known issues.		
Watershed and Overlay Districts	The site is not located within a water supply watershed.		
Analysis of General Site Information	Existing conditions offer no constraints to the rezoning and potential redevelopment of this property.		

RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-2903	HB to PB	Approved 1/3/2007	Subject property	.54	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D		
South Stratford Road	Boulevard	128 feet	22,000	38,100		
Proposed Access Point(s)	Because this is a Special Use Limited request without a site plan or access conditions, proposed access points are unknown. However, the site currently has primary access from South Stratford Road.					
Trip Generation - Existing/Proposed	Staff is unable to estimate the existing or proposed trip generation because there is no site plan.					
Sidewalks	Sidewalk is located along South Stratford Road.					
Transit	WSTA Route 103 runs along South Stratford Road.					
Connectivity	The rear parking area of the site connects to the adjacent properties to the west and east.					
Analysis of Site Access and Transportation Information	<p>The site has frontage along South Stratford Road, which is served by transit and sidewalks. An inactive railroad runs along the opposite side of South Stratford Road.</p> <p>A City driveway permit will be required for any change of use or redevelopment of the site.</p>					
CONFORMITY TO PLANS AND PLANNING ISSUES						
Legacy 2030 Growth Management Area	Growth Management Area 2 - Urban Neighborhoods					
Relevant Legacy 2030 Recommendations	<ul style="list-style-type: none"> Promote well-designed development and redevelopment that creates a pleasing, healthy, livable, and sustainable community. Reduce the visual impact of large signs throughout the city and county. Ensure that the appearance of existing and new buildings, development patterns, and streetscapes contribute to the desired feel and identity of each town. 					
Relevant Area Plan(s)	<i>Southwest Winston-Salem Area Plan Update (2016)</i>					
Area Plan Recommendations	<ul style="list-style-type: none"> The area plan recommends commercial uses for the site. Commercial areas should be compact with limited access to major thoroughfares and should not promote strip development. 					

Site Located Along Growth Corridor?	The site is located along the South Stratford Road growth corridor, where urban form is recommended.
Site Located within Activity Center?	The site is not located within an activity center.
Rezoning Consideration from Section 3.2.15 A 13	Have changing conditions substantially affected the area in the petition?
	No
	Is the requested action in conformance with <i>Legacy 2030</i>?
	Yes
Analysis of Conformity to Plans and Planning Issues	<p>In 2007, the site was rezoned from HB to PB to allow for greater setback flexibility and a parking reduction. The proposed uses for this request are the PB uses which are also allowed in the GB district, excluding some uses that may not be practical or compatible at this location.</p> <p>The GB district has a greater allowance for freestanding signage than the existing PB zoning. This request is consistent with the recommendation of the area plan and compatible with the existing commercial zonings in the general area.</p>
CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The site is nearly surrounded by GB and HB properties and fronts along a growth corridor.	Without a Special Use request and a site plan, there is no specificity as it pertains to site design.
The proposed uses are only those allowed in both the existing and proposed districts, with some exclusions for practicality or compatibility.	
The site is served by transit and sidewalks.	

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-3457
NOVEMBER 12, 2020**

Desmond Corley presented the staff report.

Melynda asked if the petitioner would need to come into compliance with parking standards for the GB zoning district. Desmond stated that the parking standards were based on the size of the building, not the zoning district. Both districts allow for a 30 percent reduction in parking, so there would not be an issue whether it stayed PB or is changed to GB.

George asked staff if they felt there would be more rezoning cases in the future due to a desire for bigger signs, or if staff felt this was a one-time event. Desmond stated that he has not seen others come forward with the intent to rezone based on wanting larger signs. In this case, the surrounding commercial properties are similarly zoned and allow larger signs.

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: George Bryan, Melynda Dunigan, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Brenda Smith

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the zoning petition.

SECOND: Jason Grubbs

VOTE:

FOR: George Bryan, Melynda Dunigan, Jason Grubbs, Clarence Lambe, Chris Leak, Mo
McRae, Brenda Smith

AGAINST: None

EXCUSED: None

Aaron King
Director of Planning and Development Services