

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3666
Staff	Michelle O'Brien
Petitioner(s)	Bless AH, Inc.
Owner(s)	Same
Subject Property	PIN#: 6803-78-1111.000
Address	2572 S Stratford Rd
Type of Request	Limited Use Rezoning
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from GB-L (General Business - Limited Use) to GB-L (General Business - Limited Use).</p> <p>The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> • Arts and Crafts Studio • Bed and Breakfast • Car Wash • Child Care, Drop-In • Child Day Care Center • Offices • Outdoor Display Retail • Park and Shuttle Lot • Restaurant (with drive-through service) • Restaurant (without drive-through service) • Retail Store • Services, A <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 GB District is primarily intended to accommodate a wide range of retail, service, and office uses located along thoroughfares in areas which have developed with minimal front setbacks. However, 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, 3, and Activity Centers.

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 within GMA 3 along a boulevard and the petition includes several different uses. The area is well served by public facilities, roads, transit, and other governmental services.		
GENERAL SITE INFORMATION			
Location	West of South Stratford Road, between Kimwell Drive and Densmore Street		
Jurisdiction	Winston-Salem		
Ward(s)	Southwest		
Site Acreage	± 0.67 acres		
Current Land Use	A single-family residence exists on-site.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	HB-S	Commercial uses
	South	RS9	Dirt storage
	East	GI	Industrial uses
	West	RS9	Undeveloped land
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?		
	While most of the proposed uses align with certain existing commercial activities in the immediate vicinity, staff has concerns regarding the Outdoor Display Retail use. The property to the south, although currently functioning as a dirt storage operation, is zoned RS9. Similarly, the property to the west, while undeveloped, is under consideration for rezoning to RM8-S to accommodate a townhome community. If these properties are redeveloped according to their zoning, the proposed Outdoor Display Retail use would directly adjoin residential neighborhoods and could create unintended consequences.		
Physical Characteristics	This site is currently developed but lacks a dedicated driveway. Access appears to occur through a driveway located on the adjacent parcel to the south.		
	With a total area of 0.67 acres, the property could be significantly constrained for some uses, particularly Outdoor Display Retail, which necessitates substantial space for product display, customer parking, and vehicular circulation/maneuverability.		
	Staff is concerned that these limitations would result in an Outdoor Display Retail operation that is visually intrusive along South Stratford Road and incompatible with the character of nearby residentially-zoned properties.		
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 water supply watershed.				
Analysis of General Site Information		The site is currently developed with a single-family dwelling and is served by public water and sewer. It is not located within a water supply watershed or a designated floodplain.				
		Due to the property’s limited size and narrow width, the property faces significant constraints for more-intense commercial uses. A bufferyard would be required along the western and southern property lines, further reducing the usable area of the site.				
		Given these limitations and the high traffic volumes along South Stratford Road, staff believes that the site is unsuitable for an Outdoor Display Retail operation, as it would likely result in inadequate circulation, parking, and operational functionality, and could negatively impact the surrounding area.				
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3618	RS9 to GB-L	Approved 8/19/2024	Subject Property	0.67	Denial	Approval
W-2725	RS9 to HB-S	Approved 10/04/2004	South	0.86	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name		Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D
South Stratford Road		Boulevard	NCDOT	100 feet	15,500	43,500
Proposed Access Point(s)		Because this is a Limited Use request with no site plan, the exact location of future access points is unknown. The site currently has no direct access to South Stratford Road.				
Proposed Road Improvements		Because this is a Limited Use request with no site plan, the exact location of future access points is unknown. The site currently has no direct access to South Stratford Road.				
Trip Generation - Existing/Proposed		<u>Existing Zoning: GB-L</u> 1 unit x 9.57 trips per unit (Single-Family Detached House) = 9.57 trips per day				
		<u>Proposed Zoning: GB-L</u> Trip generation is unavailable for the proposed Limited Use request as it does not include a site plan.				
Sidewalks		No sidewalks exist along the site frontage, and none are currently proposed, as the proposal does not include a site plan.				

Transit	WSTA Route 102 travels along this portion of South Stratford Road but does not currently have an easily accessible stop near the subject property. The closest stops are located at the intersection of South Stratford Road and Hillcrest Center Drive, approximately 0.5 miles to the northeast, and at the intersection of Hope Church Road and West Point Boulevard, approximately 0.5 miles to the south. Despite their proximity, sidewalks connecting the site to those stops do not exist.
Analysis of Site Access and Transportation Information	<p>Since this is a limited use request, it is difficult to estimate specific impacts to the transportation network. The two nearby bus stops are difficult to access due to the lack of sidewalk connectivity along South Stratford Road.</p> <p>The proposed Outdoor Display Retail use has the potential to generate significant truck traffic for vehicle deliveries. Without a dedicated turn lane or defined loading area, these movements could disrupt traffic flow and create safety conflicts along this section of the boulevard.</p>
CONFORMITY TO PLANS AND PLANNING ISSUES	
Forward 2045 Growth Management Area	Growth Management Area 3 – Suburban Neighborhoods
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. • Prioritize low-intensity commercial or moderate-density residential as transitions between single-family residential and larger commercial areas.
Relevant Area Plan(s)	<i>Southwest Suburban Area Plan Update (2015)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> • The Area Plan identifies the site for Low-Density Attached Residential Development at 0-8 units per acre. However, adoption of rezoning request W-3618 by City Council in 2024 amended the proposed land use map to recommend this parcel for commercial development. • Develop new commercial, office, and multifamily uses with a suburban form between Hanes Mall Boulevard and West Clemmons Road.
Site Located Along Growth Corridor?	The site is located along the South Stratford Road Growth Corridor.
Site Located within Activity Center?	The site is not located within an activity center, although it is south of the Hillcrest Activity Center.
Rezoning Consideration	Have changing conditions substantially affected the area in the petition?
	No

from Section 3.2.19 A 16	Is the requested action in conformance with <i>Forward 2045</i> ?	
	No	
Analysis of Conformity to Plans and Planning Issues	<i>Forward 2045</i> encourages high-density housing along growth corridors and supports low-intensity commercial or moderate-density residential uses as transitional areas between single-family neighborhoods and larger commercial nodes. While most of the proposed uses comply with this recommendation, Outdoor Display Retail is considered a high-intensity commercial use, typically involving significant paved areas and frequent truck traffic. As such, this request does not align with <i>Forward 2045</i> 's call for transitional, low-intensity commercial uses at locations such as this.	
	The <i>Southwest Suburban Area Plan Update (2015)</i> designates this parcel for low-density attached residential use; however, the proposed land use map was amended to recommend commercial uses at this location due to the approval of W-3618 in 2024. While the plan also calls for new commercial, office, and multifamily development in a suburban form between Hanes Mall Boulevard and West Clemmons Road, the intensity and operational characteristics of Outdoor Display Retail are inconsistent with the suburban form envisioned by the plan and could create conflicts with the adjacent residentially zoned properties to the south and west.	
	While the request is consistent with the general land use recommendation of the area plan, it does not meet the recommendation of <i>Forward 2045</i> for locating transitional, context-sensitive development along growth corridors. Additionally, staff believes unresolved planning issues related to truck circulation, site access, and residential compatibility raise concerns about the suitability of the proposed requests at this location.	
CONCLUSIONS TO ASSIST WITH RECOMMENDATION		
Positive Aspects of Proposal	Negative Aspects of Proposal	
The request would encourage redevelopment of an underutilized site along a growth corridor, supporting reinvestment within the Suburban Growth Management Area (GMA 3).	The proposal conflicts with <i>Forward 2045</i> 's recommendation to prioritize low-intensity commercial uses as a transition between high-intensity commercial and residential areas.	
	Site constraints make the property unsuitable for the proposed Outdoor Display Retail use.	
	Some of the proposed uses could generate significant traffic on South Stratford Road.	

SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL

The following conditions are proposed from interdepartmental review comments to meet established standards or to reduce negative off-site impacts:

- **OTHER REQUIREMENTS:**
 - a. The site shall be limited to one freestanding sign with a maximum height of ten (10) feet and maximum area of fifty-six (56) square feet.

STAFF RECOMMENDATION: Denial

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-3666 OCTOBER 9, 2025

Michelle O'Brien presented the staff report.

PUBLIC HEARING

FOR:

David Foster, owner of Foster Realty, representative for the property owner.

- Mr. Foster provided a brief history of the property, and general overview of the proposed request to expand the uses allowed on the site.

Mr. Steelman inquired whether the property owner has a site plan prepared that includes required setbacks. Mr. Foster noted that the property owners are working with an architect; however, without a tenant in place, it is difficult to determine the amount of space needed for parking and other site requirements at this time.

AGAINST:

Julie Magness

- Ms. Magness expressed concern that there is not adequate space to accommodate the Outdoor Display Retail use on this site.

WORK SESSION

Mr. Lambe inquired about the setback and landscaping requirements for the site, to which Mr. Murphy and staff replied with the setback and bufferyard requirements for the current and proposed requests.

Mr. Farabee and Ms. Schwab inquired whether the property owner would consider removing the Outdoor Display Retail use from the request. At Mr. Murphy's suggestion, Mr. Foster agreed to continue the case to the November meeting in order to confer with the property owner. Ms. Smith suggested that Mr. Foster and the property owners review the site and the proposed uses for consistency with all applicable UDO requirements.

MOTION: Clarence Lambe recommended the case be continued to the November 13, 2025
City-County Planning Board hearing.

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

CITY-COUNTY PLANNING BOARD PUBLIC HEARING MINUTES FOR W-3666 NOVEMBER 13, 2025

Marc Allred presented the staff report.

PUBLIC HEARING

FOR: David Foster, owner of Foster Realty, representative for the property owner.

- Mr. Foster confirmed the property owner would remove the use Outdoor Display Retail from their request due to site constraints.

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, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the ordinance amendment with the removal of the Outdoor Display Retail use.

SECOND: Salvador Patiño

VOTE:

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

AGAINST: None

EXCUSED: None

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