

City Council – Action Request Form

Date: October 9, 2018
To: The City Manager
From: Evan Raleigh, Assistant City Manager

Council Action Requested:

Ordinance Amending Chapter 86 of the City Code of the City of Winston-Salem Entitled “Zoning and Development.”

Strategic Focus Area: Economic Vitality and Diversity
Strategic Objective: Promote Commercial Development in Economically Disadvantaged Areas
Strategic Plan Action Item: No
Key Work Item: No



Summary of Information:

In late 2016, the S.G. Atkins Community Development Corporation and the Baltimore-based planning and design firm Ayers Saint Gross partnered, with assistance from the City, to develop a Master Plan for the area bounded by US 52 to the west, Business 40 to the south and Martin Luther King, Jr. Drive to the north and east known as the “East End.” The Plan was developed over the course of more than two years and after significant involvement from a number of stakeholder groups including area residents and business owners. In general, the Plan calls for the East End to be developed into a vibrant, mixed-income and mixed-use neighborhood that is walkable, accessible and livable. Additionally, the Plan establishes a vision and conceptual design providing overall guidance on community building elements in the Master Plan footprint such as housing mix, block and street design, open spaces, commercial opportunities, interconnectivity, and a central civic hub and enterprise zone. The final version of the Master Plan was presented to the community in August of 2018, and the City-County Planning Board formally endorsed the Plan as a general guide for use in the future development and revitalization of the area in September.

Committee Action:

Committee	<u>CDHGG 10/9/18</u>	Action	<u>Approval</u>
For	<u>Unanimous</u>	Against	<u></u>

Remarks:

During the August meeting of the Community Development/Housing/General Government Committee, staff was requested to investigate expanding the Central Business District, as defined in Section 86-2 of the City Code, to include all of the area within the East End Master Plan boundaries for the purposes of economic development. In the City Code, the Central Business District is defined as having the same boundaries as *Legacy's* Growth Management Area (GMA) 1. The East End Master Plan area is already partially within GMA 1; however, the southern half of the plan area is currently in GMA 2, the Urban Neighborhoods GMA.

In order to accommodate this request, two actions are required: 1) an amendment to the section of the City Code defining the city's central business district, and 2) a modification of *Legacy's* Growth Management Plan (GMP) map. Pursuant to the aforementioned revision to the Central Business District, this item introduces an ordinance amending this section of the City Code to the Mayor and City Council for consideration. Should the Mayor and City Council move forward with the adoption of the East End Master Plan, staff will initiate such actions as are required to amend the GMP map. The GMP amendment process requires duly advertised public hearings with the City-County Planning Board and the Mayor and City Council.