

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3513
Staff	Samuel Hunter
Petitioner(s)	Binny R. Orrell, Sr. and W. Douglas Orrell
Owner(s)	Same
Subject Property	PINs 6815-83-8086 and 6815-83-8104
Address	600 and 602 S Stratford Road
Type of Request	Special Use rezoning from HB and RS9 to GB-S
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from HB (Highway Business) and RS9 (Residential, Single Family – 9,000 sf minimum lot size) to GB-S (General Business – Special Use). 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, 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 within GMA 2 (Urban Neighborhoods) and has frontage along a boulevard. The site is also partially zoned HB and is adjacent to other commercially zoned properties.		
GENERAL SITE INFORMATION			
Location	Northwest corner of S Stratford Road and S Westview Drive		
Jurisdiction	Winston-Salem		
Ward(s)	Southwest		
Site Acreage	± .93 acre		
Current Land Use	The site is currently unoccupied and was most recently occupied by a convenience store and other business uses.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	RS9	Single-family home
	East	HB	Restaurant without drive-through service
	South	HB	Business uses
	West	RS9 and HB	Single-family home and business uses
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 uses on the adjacent commercial properties. The proposed uses are less compatible with the adjacent residential properties.		
Physical Characteristics	The developed site has a gentle slope downward toward Stratford Road. Some established vegetation exists along the northern property line.		
Proximity to Water and Sewer	Public water and sewer can be accessed from Stratford Road and Westview Drive.		
Stormwater/ Drainage	There are no stormwater management devices proposed on the site; none are required per the Stormwater Ordinance.		
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 two existing structures and a large parking area. There is existing vegetation along the northern property line, which provides a buffer to adjacent residential uses.		

RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3135	RS9 to HB-L	Approved 4/12/2012	Northwest of site	0.46	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	188 feet	19,000	38,100		
South Westview Drive	Collector Street	190 feet	2,600	N/A		
Proposed Access Point(s)	The proposed site plan includes one access from Stratford Road and one from Westview Drive.					
Planned Road Improvements	The <i>Comprehensive Transportation Plan</i> recommends a median-divided, four-lane cross-section for South Stratford Road, with wide outside lanes, curb, gutter and sidewalk.					
Trip Generation - Existing/Proposed	<p><u>Existing Zoning: HB and RS9</u> 8 fueling stations x 542.6 (convenience market with gas pumps trip rate) = 4,340 trips per day</p> <p>3,370 square feet / 1,000 x 11.57 (single tenant office building trip rate) = 39 trips per day</p> <p><u>Proposed Zoning: GB-S</u> 11,492.5 square feet / 1,000 x 42.94 (shopping center trip rate) = 494 trips per day</p>					
Sidewalks	Sidewalks currently exist along Stratford Road and Westview Drive.					
Transit	WSTA Route 103 stops at the intersection of Stratford Road and Westview Drive.					
Connectivity	The proposed site plan includes an existing easement that provides access from Westview Drive to an adjacent single-family home.					
Transportation Impact Analysis (TIA)	A TIA is not required.					
Analysis of Site Access and Transportation Information	The site has frontage along Stratford Road and Westview Drive and will have vehicular access from both streets. Sidewalks exist along both road frontages, and a pedestrian connection is proposed from each.					

SITE PLAN COMPLIANCE WITH UDO REQUIREMENTS			
Building Square Footage	Square Footage		Placement on Site
	11,492		Adjacent to Stratford Road
Parking	Required	Proposed	Layout
	41	47	90-degree head-in
Building Height	Maximum		Proposed
	60 feet		One story
Impervious Coverage	Maximum		Proposed
	N/A		89 percent
UDO Sections Relevant to Subject Request	<ul style="list-style-type: none"> Section 4.6.10: General Business District Section 5.2.83: Shopping Center, Small (W) 		
Complies with Section 3.2.11	(A) Legacy 2030 policies:	Yes	
	(B) Environmental Ord.	N/A	
	(C) Subdivision Regulations	N/A	
Analysis of Site Plan Compliance with UDO Requirements	<p>The proposed site plan shows a 11,492-square foot building adjacent to Stratford Road. The site plan proposes 47 parking spaces in the northern portion of the site, to the rear of the proposed multi-tenant retail building.</p> <p>Due to existing property constraints, alternative compliance is proposed for the required Type III bufferyard along the northern property boundary. Where the UDO would require a 10-foot bufferyard, the petitioner proposes an 8.5-foot depth along approximately 106 feet of the boundary and a 5-foot depth along the remaining 85 feet. To supplement the existing vegetation and any additional plantings, the petitioner proposes to include an opaque fence along the entire boundary. Staff believes the request is reasonable, provided the intent of the bufferyard provisions can be met with the existing vegetation, the proposed fence, and any supplemental plantings.</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"> Increase infill development in the serviceable land area. Encourage reuse of vacant and underutilized commercial and industrial sites. 		
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 use of the subject property. The reuse of vacant buildings and the redevelopment of existing undeveloped and underutilized sites is recommended where possible. 		

Site Located Along Growth Corridor?	The site is located along the South Stratford Growth Corridor.
Site Located within Activity Center?	The site is not located within an activity center.
Addressing	The new assigned address is 594 S Stratford Road.
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>The request would rezone 0.93 acre from HB and RS9 to GB-S for a small shopping center. Located along the South Stratford Growth Corridor, the request would accommodate new commercial uses with an urban form.</p> <p>The <i>Southwest Winston-Salem Area Plan Update</i> recommends commercial uses at this location and reuse of vacant buildings. This request would not reuse any of the existing structures on-site but would instead allow for construction of a new building close to Stratford Road, with articulated elevations that would encourage pedestrian activity in the area.</p> <p><i>Legacy</i> also recommends increased infill development and redevelopment of underutilized commercial sites. The current site is vacant and no longer provides any services to the surrounding area, and this request will accommodate a variety of different services while providing additional space for neighborhood businesses.</p>

CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The proposed use is consistent with existing uses along Stratford Road.	The request would extend high-intensity commercial zoning north along Westview Drive.
The request would allow for redevelopment of an existing commercially zoned property.	
The request is consistent with the recommendations of <i>Legacy</i> and the <i>Southwest Winston-Salem Area Plan Update</i> .	
Significantly fewer vehicle trips are expected to be generated by the request relative to the previous use of the site.	
SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL	
<p>The following conditions are proposed from interdepartmental review comments to meet established standards or to reduce negative off-site impacts:</p> <ul style="list-style-type: none"> • <u>PRIOR TO THE ISSUANCE OF GRADING PERMITS:</u> <ul style="list-style-type: none"> a. Developer shall obtain a driveway permit from the City of Winston-Salem and NCDOT; additional improvements may be required prior to issuance of the driveway permit(s). • <u>PRIOR TO THE ISSUANCE OF BUILDING PERMITS:</u> <ul style="list-style-type: none"> a. The proposed building plans shall be in substantial conformance with the submitted elevations as verified by Planning staff. • <u>PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS:</u> <ul style="list-style-type: none"> a. Developer shall complete all requirements of the driveway permit. b. Buildings shall be constructed in substantial conformance with the approved building elevations as verified by Planning staff. • <u>OTHER REQUIREMENTS:</u> <ul style="list-style-type: none"> a. Freestanding signage shall be limited to the Stratford Road frontage, with no freestanding signage allowed on the Westview Drive frontage. 	

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-3513
JANUARY 13, 2022**

Desmond Corley presented the staff report and answered questions from the Board regarding the proposed building elevations and pedestrian connectivity throughout the site.

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: Melynda Dunigan, Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

ABSTAINED: George Bryan

MOTION: Clarence Lambe recommended approval of the ordinance amendment.

SECOND: Jason Grubbs

VOTE:

FOR: Melynda Dunigan, Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

ABSTAINED: George Bryan

Chris Murphy, AICP
Acting Director of Planning and Development Services