

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3690
Staff	Ellie Levina
Petitioner(s)	HHS Holdings, LLC
Owner(s)	Same
Subject Property	PIN 6815-82-8478
Type of Request	Special Use District Rezoning
Proposal	The petitioner is requesting to amend the Official Zoning Map for the subject property from LB-S (Limited Business – Special Use) to GB-S (General Business – Special Use). The petitioner is requesting the following uses: Arts and Crafts Studio; Banking and Financial Services; Building Contractors, General; Building Materials Supply; Church or Religious Institution, Neighborhood; Combined Use; Food or Drug Store; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Institutional Vocational Training Facility; Museum or Art Gallery; Nursery, Lawn and Garden Supply Store, Retail; Offices; Recreation Services, Indoor; Retail Store; School, Vocational or Professional; Services, A; Services, B; Storage Services, Retail; Warehousing; Wholesale Trade A
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 Metro 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 2 and contains an existing commercial building. The area is well-suited for commercial activity as it is adjacent to a major throughfare and has consolidated access through Veda Lane and Best Lane, which outlets onto South Stratford Road.

GENERAL SITE INFORMATION			
Location	The site is located on the southeast side of South Stratford Road and at the northeastern terminus of Ashwood Drive.		
Jurisdiction	City of Winston-Salem		
Ward	Southwest		
Site Acreage	± 2.38 acres		
Current Land Use	Furniture and home furnishings store		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	HB	Restaurant (without drive-through service) and retail store
	East	HB & RS9	Retail store and single-family homes
	South	RS9	Single-family homes
Rezoning Consideration from Section 3.2.19 A 16	West	RS9	Single-family homes
	Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity? Yes, the requested uses are compatible with the surrounding commercial area along South Stratford Road. However, the uses are less compatible with the adjacent single-family residential uses.		
Physical Characteristics	The subject property contains an existing one-story, 43,437-square-foot commercial building with associated parking at the front and rear of the site.		
Proximity to Water and Sewer	The site has access to both public water and sewer along Veda Drive.		
Stormwater/Drainage	The proposal does not include a stormwater management device.		
Watershed and Overlay Districts	The site is not located within a watershed or overlay district.		
Analysis of General Site Information	The subject request involves 2.38 acres of land located on the southeast side of South Stratford Road at the terminus of Ashwood Drive in Winston-Salem. The property is developed with an existing one-story, 43,437-square-foot commercial building with associated parking located at the front and rear of the site. The site has access to both public sewer and water along Veda Drive, a private street which intersects with Best Lane, which outlets onto South Stratford Road.		

RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3513	RS9 & HB to GB-S	Approved 02/07/2022	Northeast	1.22	Approval	Approval
W-3243	RS9 & HB to GB-L	Approved 07/19/2014	Southwest	0.74	Approval	Approval
W-2570	HB & HB-S to LB-S	Approved 11/21/2002	Subject Property	2.37	Denial	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	Winston-Salem DOT	155 feet	19,000	43,500
Veda Drive		Private Street	Private Easement	25 feet	N/A	N/A
Proposed Access Point(s)		The site plan proposes no new access points. The site will be accessed using its existing connection to Veda Drive, a private street which then intersects Best Lane and thereby outlets onto South Stratford Road.				
Proposed Road Improvements		There are no proposed road improvements associated with this request.				
Trip Generation - Existing/Proposed		<u>Existing Zoning: LB-S</u> 43,437 square feet / 1,000 square feet = 43.48 x 5.06 (furniture store trip rate) = 220 Trips per Day <u>Proposed Zoning: GB-S</u> 43,437 square feet / 1,000 square feet = 43.48 x 6.73 (wholesale market trip rate) = 293 Trips per Day				
Sidewalks		There are sidewalks along the north side of South Stratford Road. No sidewalks exist directly adjacent to the subject property				
Transit		WSTA Route 103 passes approximately 440 feet northeast of the subject property, at the intersection of Stratford Road and Best Lane.				
Analysis of Site Access and Transportation Information		The site plan proposes no new access points and will utilize the existing access point along Veda Drive, a private street. Based on the proposed land use, traffic generation is not expected to have a significant additional impact on the surrounding area. A public transit stop is located approximately 440 feet to the northeast of the site.				

SITE PLAN COMPLIANCE WITH UDO REQUIREMENTS			
Building Square Footage	Square Footage		Placement on Site
	43,737 square feet		Central to the site
Parking	Required	Proposed	Layout
	48 spaces	52 spaces	90-degree head-in
Building Height	Maximum		Proposed
	60 feet		40 feet
Impervious Coverage	Maximum		Proposed
	No limit		82.35 percent
UDO Sections Relevant to Subject Request	• Section 4.6.10: GB General Business District • Chapter 6: Development Standards		
Complies with Section 3.2.11	(A) Forward 2045 policies:	Yes	
	(B) Environmental Ord.	N/A	
	(C) Subdivision Regulations	N/A	
Analysis of Site Plan Compliance with UDO Requirements	The site plan shows the proposed Wholesale Trade A use within the existing one-story, 43,437-square-foot commercial building. Required parking is shown to the front and rear of the building.		
	Due to the age of the existing building, various nonconforming situations are present on site. The existing building predates the 1994 UDO and therefore does not meet the required 40-foot setback for commercial buildings adjacent to residentially-zoned property.		
	Due to the location of the building and the required setbacks for commercial development when the building was constructed (1970), the site is not able to accommodate the required type III Bufferyard along the eastern and western property lines. In place of the required bufferyard, the applicant is showing the continued maintenance of an existing opaque privacy fence along both the southeastern and northwestern property lines, approved as part of rezoning W-2570.		
CONFORMITY TO PLANS AND PLANNING ISSUES			
Forward 2045 Growth Management Area	Growth Management Area 2 - Urban Neighborhoods		
Relevant Forward 2045 Recommendations	• Encourage infill development in areas with access to existing public services and infrastructure. • Redevelop underutilized or vacant properties for housing or economic development.		
Relevant Area Plan(s)	Southwest Winston-Salem Area Plan Update (2016)		

Area Plan Recommendations	• The subject property is recommended for commercial uses. • Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial sites.
Site Located Along Growth Corridor?	Yes, the site is located along the Stratford Road Growth Corridor.
Site Located within Activity Center?	No, the site is not located within an Activity Center.
Rezoning Consideration from Section 3.2.19 A 16	Have changing conditions substantially affected the area in the petition?
	No.
	Is the requested action in conformance with <i>Forward 2045</i>?
	Yes.
Analysis of Conformity to Plans and Planning Issues	The request would rezone a 2.38-acre site to GB-S to allow for several additional uses, including the intended use of Wholesale Trade A. The site plan shows the reuse of the existing building, loading docks, and parking areas for the proposed use. As the petitioner plans on using the existing structure, the existing non-conforming building setback and alternative buffer allowances will remain in effect under the proposed zoning. The <i>Southwest Winston-Salem Area Plan Update</i> recommends commercial uses for the subject property. The area plan and <i>Forward 2045</i> both encourage the redevelopment of underutilized or vacant properties for economic development. The site is located along Stratford Road, which is a designated growth corridor. This rezoning will allow for the adaptive reuse of an existing commercial site within one of Winston-Salem's most in-demand business areas.
CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The request allows for the adaptive reuse of an existing commercial-zoned building along a designated growth corridor.	The request would allow additional commercial development options on a site that does not conform to current UDO setback and buffering requirements. However, the building on-site predates UDO requirements, and the proposed rezoning will maintain the opaque fence and bufferyard plantings required from the previous rezoning of the property.
The request is consistent with the land use recommendations of the <i>Southwest Winston-Salem Area Plan Update</i> .	
The request is consistent with the general recommendations of <i>Forward 2045</i> to redevelop underutilized properties for economic development purposes.	

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:

- **PRIOR TO ISSUANCE OF CERTIFICATE(S) OF OCCUPANCY:**
 - a. All existing opaque fencing shall be retained, and any missing fencing shall be installed to ensure fencing exists between the site and any adjacent residential zoning.
- **OTHER REQUIREMENTS:**
 - a. All buffering required as a part of rezoning case W-2570 shall be maintained.
 - b. The southern corner of the site abutting the rear parking area shall remain undeveloped as shown on the approved site plan.
 - c. Any new or replacement free-standing signage shall be limited to one (1) monument sign with maximum height of six (6) feet and a maximum copy area of thirty-six (36) square feet.

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-3690
JUNE 11, 2026**

Bryan Wilson presented the staff report.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Walter Farabee 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, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Walter Farabee recommended approval of the zoning amendment.

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